26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION MARCH 18, 1957 35¢ PER COPY

IN THIS ISSUE: COMPLETE INDEX PAGE 10

Millions for quizzes make more for sponsors	Page 27
Ad budgets: Going up 10%, ANA meet hears	Page 30
Talk-weary solons wrap up FCC testimony	Page 62
Radio short-changed by ratings, admen told	Page 119

Rich payoff in quiz shows

They'll spend more on ads

FCC, Congress wind up talk

Happy Birthday and Best Wishes

They're having a birthday party at White Columns in Atlanta— the home of the South's first station,

WSB RADIO

Since we have proudly represented this great station for nearly twenty-five of their years, we wish we could attend the party.

Instead, we'll send greetings to the South's oldest station in years, youngest in outlook: WSB, serving with distinction since 1922.

Radio Division

Edward Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WIN ONE SQUARE YARD OF PRAIRIE SOD WHERE SAT CHIEF SITTING BULL

FINISH THIS SENTENCE IN TWO WORDS OR LESS:

"Because KVTV, Channel 9, Sioux City, Iowa has 79% more audience than Station B; national advertiser's best TV buy to sell the rich Sioux City market is_____."

Complete the sentence and send your entry to

KVTV

CHANNEL 9, SIOUX CITY, IOWA

You may enter as many times as you wish. You have nothing to lose. You have very little to win, either. This isn't much of a contest.

THERE'S ABSOLUTELY NO CONTEST IN SIOUX CITY TELEVISION.

KVTV *Channel 9*

CBS ABC

SIOUX CITY, IOWA

Serving Iowa's second largest market. Under the same management as WNAX-570 Yankton, South Dakota. Don D. Sullivan, General Manager.

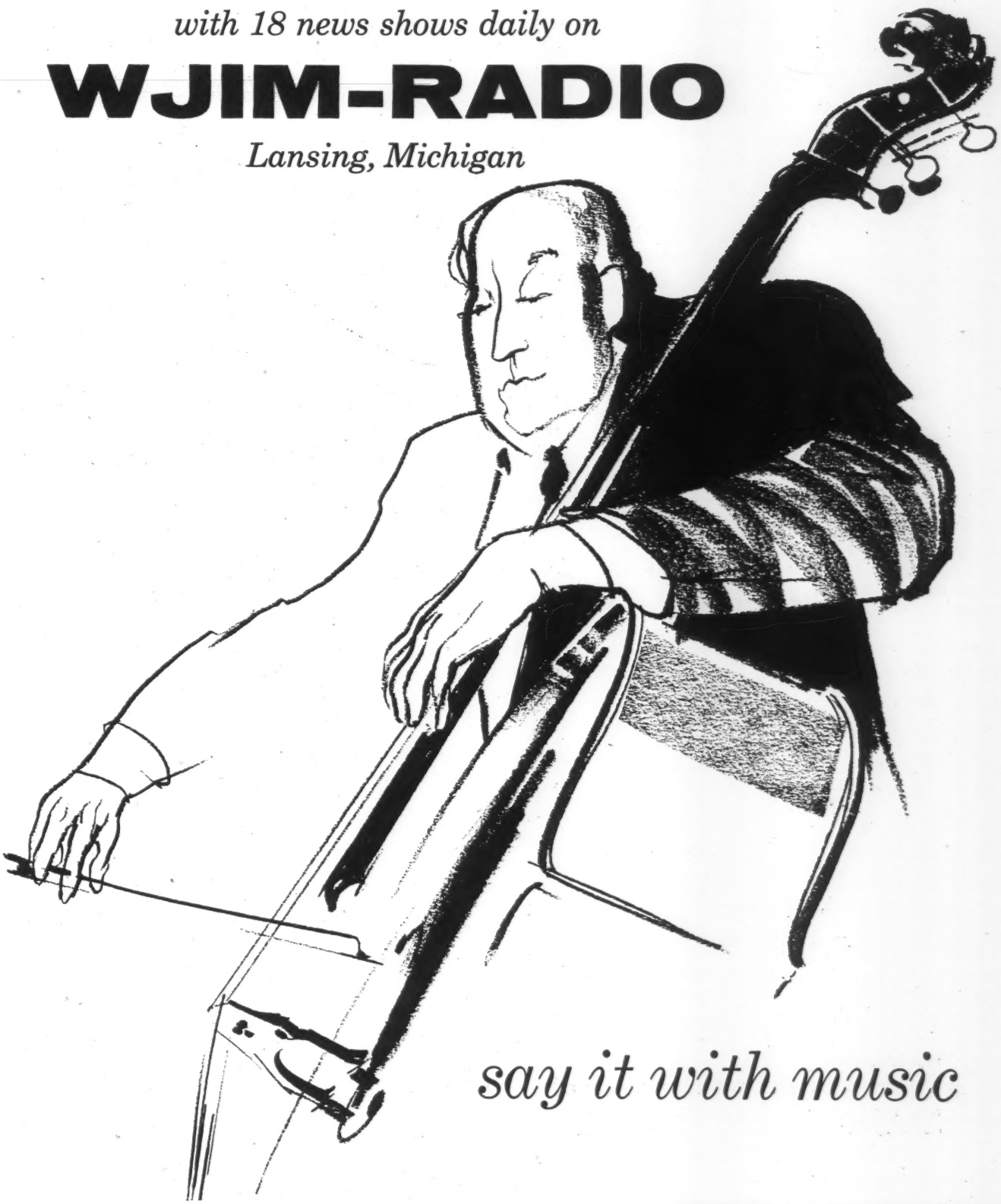
Now, 18 hours of

MUSIC

with 18 news shows daily on

WJIM-RADIO

Lansing, Michigan



say it with music

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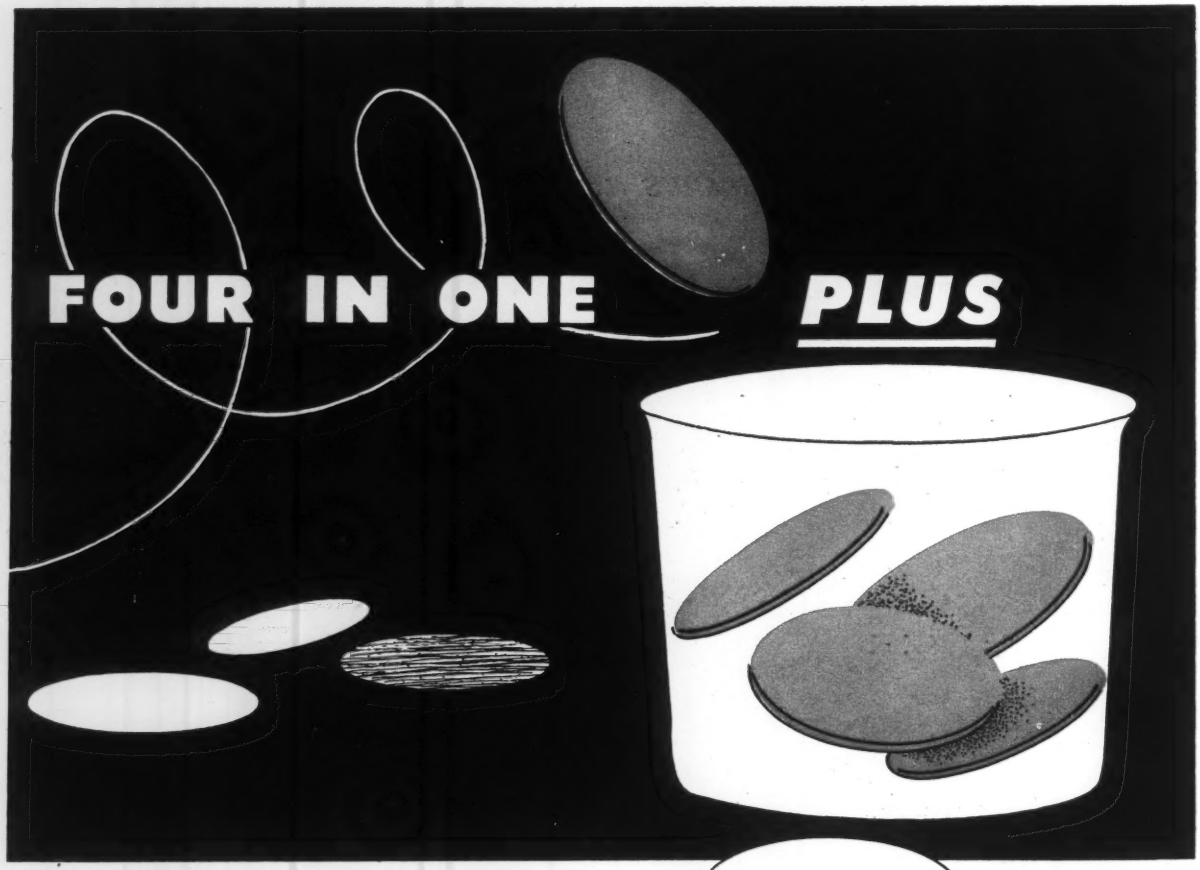


This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 989,605 families
- 3½ million people
- $3⅓ billion retail sales
- $5¾ billion annual income

WGAL·TV

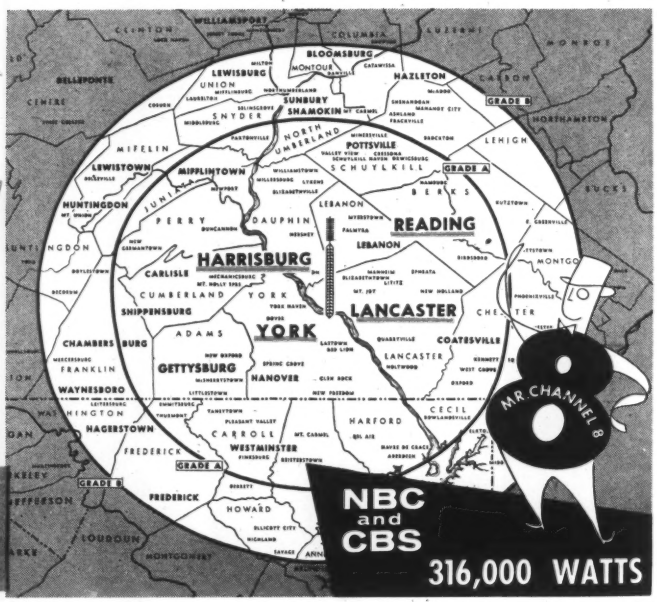
LANCASTER, PENNA.

NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

Representative:
The MEEKER Company, Inc.
New York · Chicago
Los Angeles · San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit®

ONLY BEGINNING • Inquiry by Antitrust Div. of Dept. of Justice into sale of feature film packages to Washington tv stations [CLOSED CIRCUIT, March 11] reportedly is forerunner of nationwide check. It's learned that some 30 agents in field have been assigned to make individual station investigations, probably to cover about 300 operating stations. Presumably approach is that block selling may run counter to antitrust laws, in light of motion picture block booking consent decree of 1949, and that thesis of right of substitution isn't adequate to circumvent violation.

B•T

DEPT. OF JUSTICE aides acknowledge that next step is briefing of field agents on what to look for. Then they begin fanning out through country on visits to tv stations and film distributors. In one Washington station, more than half-dozen contracts were "borrowed" by Justice agent.

B•T

SHOWING THE WAY • There's more than passing significance in research statistics compiled by leading advertising agency showing that of all media, tv alone has shown increase in dollar efficiency past half dozen years. In still another agency study, network radio gets healthy boost as low-cost supplement to television, with data demonstrating how advertiser can substantially extend saturation by adding radio frequency to tv impressions at reduced cost-per-thousand home impressions.

B•T

DESPITE contrary reports, General Foods actually will use more tv and radio and its budget will be expanded next season by as much as 10%, it was estimated last week. Firm spends almost $25 million in network, another $5 million in spot. Although GF may drop half-hour alternate week sponsorship of Wells Fargo *on NBC-TV at end of season, it will pick up another show.*

B•T

WAITING IN WINGS • Those home movies via wired tv distribution systems percolating in Southwest (Bartlesville, Okla., number of cities in Texas) aren't only ones cooking. It's understood two or three other theatre exhibition circuits are more than just toying with idea, may announce plunge in next month or so. Some toll tv advocates not happy on trend, and are hopeful Commission may authorize experimental tests shortly. Commission expected to take up subject this week for third round of discussion but with no decision likely.

B•T

ON OTHER SIDE of coin is Matthew Fox, president of C&C Television Corp. and associated with Skiatron's "Subscriber-Vision" (pay-tv system), who reportedly has completed transaction with several Hollywood studios whereby he would transmit new Hollywood films via wired television to homes in Fort Wayne area. Project said to have support of theatre chain in Midwest. It is understood Skiatron would be responsible for technical requirements of project, with starting date still undetermined.

B•T

NEW REP, NEW CALL • Appointment of Edward Petry & Co. as exclusive national representatives for WANE and WINT (TV) Fort Wayne, effective April 1, made by C. Wrede Petersmeyer, president of Indiana Broadcasting Co. and executive of J. H. Whitney Co. stations. Also effective April 1 is shift in call of tv station to WANE-TV.

B•T

THERE'S GOOD CHANCE one more trade group—Radio-Electronics-Television Mfrs. Assn.—will join move to simplify association names. While no announcement was made, it's known RETMA directors discussed matter Friday at Washington meeting following recommendations from three RETMA divisions. Chances are final action will be taken in June. Favored names: Electronics Industries Assn. and Electronic Manufacturers Assn.

B•T

ON OR OFF • Whether Senate Commerce Committee hearings on FCC will run indefinitely or be concluded abruptly was big question after two sessions last week at which members of FCC testified. Republican minority on committee was of single mind: to cut off any questioning having to do with pending television cases, even though they may have been decided but where petitions for reconsideration or appeals have been filed.

B•T

DETERMINATION of committee procedure probably will await return, expected this week, of Chairman Magnuson (D-Wash.), who was on West Coast last week. Acting Chairman Pastore (D-R. I.), when asked how long hearings might run, said "Like Tennyson's brook, on and on" but certain of his colleagues were not so disposed and it was obvious that most Republicans wanted to call it quits. Following Friday's rather stormy session (which saw Sen. Butler [R-Md.] walk out) several Democratic members felt this phase of hearing, to all intents, had been concluded.

B•T

PARTING GIFT • Although Kenneth Cox, Commerce Committee's special radio-tv counsel, thinks there are many other matters committee can look into in its "continuing inquiry" on tv, he feels his task will be done with drafting of reports on tv allocations and tv network practices, which he hopes to complete in couple of weeks. Before returing to his law practice in Seattle he will recommend other phases he thinks committee might pursue in probe.

B•T

FRESHMAN Sen. Frank J. Lausche (D-Ohio) emerged last week as powerful new voice on Senate Commerce Committee. At hearings Thursday and Friday (he presided second day) he participated avidly in examination of FCC members and asked penetrating questions, largely in connection with competition in tv. He explained he was neophyte, having attended only "three or four meetings," but observers predicted he, along with Sen. Pastore (D-R. I.), chairman of communications subcommittee, would carry brunt of committee's work in broadcast field.

B•T

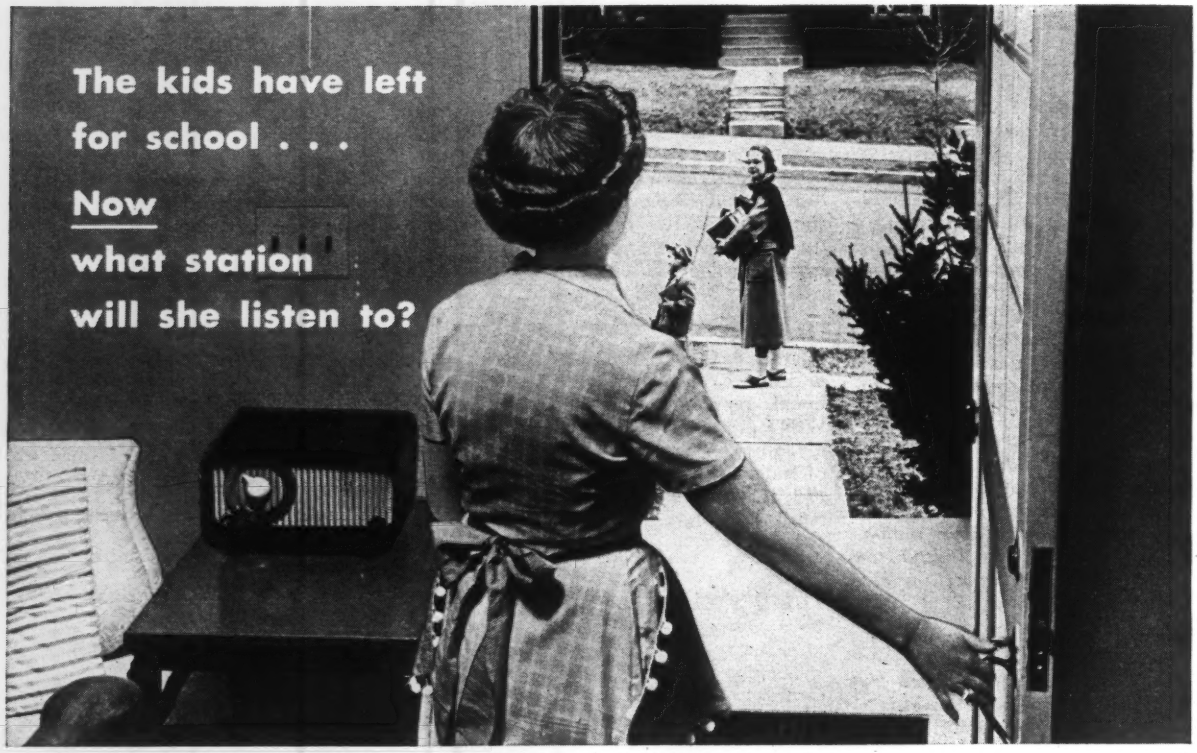
NEW RECORD • While NARTB's convention is still three weeks away, it's obvious from glance at pre-registrations that all attendance records will be broken. (Last year registration was 2062.) Total hit the 1,000 mark Friday when Washington headquarters had 765 management and 235 engineering delegates pre-registered. Association will have all accommodations in Conrad Hilton, world's largest hotel, aside from usual permanent-guest facilities. These include close to 2,000 sleeping rooms assigned to broadcasters and two floors of sample rooms plus entertainment suites.

B•T

REAPPRAISAL of radio-tv phase of People-to-People Foundation Inc., President Eisenhower's project to further international goodwill and understanding, has been decided upon because of apparent differences between government and broadcaster approaches to ambitious undertaking. As consequence, Frank Stanton, CBS Inc. president, and Harold E. Fellows, NARTB president, co-chairmen, have called meeting of broadcaster group in New York March 22. Broadcasters want no undue government interference with their participation in project which might border on censorship.

B•T

INFECTIOUS TREND • Broadcasters aren't only ones benefitting from resurgence in radio. Radio set sales of RCA one of major makers, are running 20% ahead of comparable period last year. Transistorized sets get most of credit, aside from (or because of) fact that people need radio and therefore keep buying sets. Presumably other principal manufacturers are enjoying similar gains.



All-new surveys show again:

When the youngsters are away . . . Kansas City radios stay . . . with WHB

Let's look between **9 a.m. and 4 p.m. Monday through Friday**—and *see* what happens to Kansas City radio listening when "all those teen-agers" are at school. WHB *continues* its domination! According to every major survey, every one of the 140 quarter hours from 9 to 4 belongs overwhelmingly to WHB. This, mind you, when there are *no* teen-agers available. No wonder WHB carries regular schedules for virtually every major Kansas City food chain—including **A & P, Milgram's, Thriftway, A & G, Wolferman's and Kroger.** Let the **Blair** man tell you WHB's dramatic 9 to 4 story. Or, talk to General Manager **George W. Armstrong.** And while you're at it, get the *whole* day and night picture!

WHB *10,000 watts—710 kc.*
KANSAS CITY

WHB—FIRST 140 OUT OF 140 ¼ HOURS BETWEEN 9 and 4!

AREA NIELSEN. WHB in first place 140 out of 140 quarter-hours.

HOOPER. WHB in first place 140 out of 140 quarter-hours.

PULSE. WHB in first place 140 out of 140 quarter-hours.

WHB's share of Area Nielsen Total Station Audience: 46%.

The Storz Stations
Today's Radio for Today's Selling

GOD STORZ
President

WDGY	WHB	WQAM	KOWH	WTIX
Minneapolis-St. Paul	Kansas City	Miami	Omaha	New Orleans

Represented by John Blair & Co. | *Represented by Adam Young Inc.*

at deadline

ALLOCATIONS QUESTIONS FIRED AT FCC; McC INDICATES DELAY ON BARROW REPORT

SENATE Commerce Committee wound up tv allocations phase of its hearings Friday morning with testimony from all members of FCC except Comr. Robert E. Lee, who filed statement (story page 62).

Hearing, over which Sen. Frank Lausche (D-Ohio) presided, mainly concerned FCC deintermixture actions, "Craven plan" and educational tv reservations.

Indication FCC may be somewhat later than heralded June 30 deadline in issuing its own report on Barrow tv network study report was in reply by FCC Chairman George McConnaughey to query if Barrow report couldn't be obtained before June 30. Mr. McConnaughey told Sen. Lausche FCC would be lucky to get "rough draft" of Barrow document by then.

Comr. T. A. M. Craven defended his plan as supplement to what FCC already has done, said he didn't feel all-uhf is feasible everywhere, and said he has had volunteer proposals from broadcasters to operate on both uhf and vhf in some big markets. He felt present allocation plan is too inflexible and retards uhf operators, who, he thinks, should be granted better channels than ones assigned in their localities. He'd try to add new vhfs in single-vhf markets, but take no action to deter uhf—"a sick child that needs nursing."

Sens. William Blakley (D-Tex.) and A. S. Mike Monroney (D-Okla.) quizzed commissioners at length on educational tv philosophies, indicating they felt reserved channels should be held for "generation" or beyond if necessary. All FCC members present said they were ready to keep educational reservations if educators show slightest interest in using them, but each felt he would vote to make educational assignment commercial under some circumstances. Both senators appeared mollified at FCC attitude.

Defending deintermixture, Mr. McConnaughey said actions were taken case by case instead of using same set of standards for all. He felt, too, that Commission's case by case handling of intercity private relay systems is "soundest way to do it." Common Carrier Bureau Chief Harold Cowgill said staff had no information on private relay applicants' claims they can build and operate relays cheaper than can common carrier.

Counsel Kenneth Cox questioned Mr. McConnaughey on increase of station purchases by multiple owners. Mr. McConnaughey said he was concerned at trend but Sec. 310 (b) prohibits consideration of comparison factor in approving sales. FCC, he said, can hold hearings on public interest aspects of sale. He saw no need for amending Sec. 310 (b) now.

Committee was told FCC plans to suggest legislation to remove Communications Act's ban on FCC members talking to or accepting advice from general counsel or chief engineer on cases under adjudication, even though latter take no part in staff prosecution in case. Commission also will ask for bill to require that abandoned radio-tv towers and "receiving" towers be marked and lighted.

Mr. McConnaughey told Sen. Lausche he felt FCC has power to decide pay tv issue, although there are "legal questions." Commission has held two recent meetings on toll tv and plans another "next week," he said.

TOO MUCH FOR BUTLER

SEN. JOHN M. BUTLER (R-Md.) staged "walkout" Friday morning from Senate Commerce Committee hearing with FCC on allocations, charging committee staff had no right to interrogate Commission on its individual decisions. "I think it's an outrageous thing," Sen. Butler said, "and I'm not going to sit here and listen to it." He stalked out few minutes after hearings began. Staff member said later no questions were asked on individual FCC decisions.

Church, Refused KFAC Time, Takes Protest to Commission

FIRST Methodist Church of Los Angeles Friday attacked Feb. 15 action of KFAC Los Angeles terminating church's broadcast of Sunday services and asked FCC to hold public hearings on cancellation.

Church said that it pays commercial rates for time used and also asked Commission to restrain KFAC from dropping program pending hearing. Methodists claimed KFAC told them reason for cancelling was that services are "completely incompatible with our program format" and that no other time for airing of services was available.

KFAC's license was renewed last December, church said, and application stated that station devoted 1.79% of broadcast time to religious programs, with no substantial changes in format contemplated.

May Co. Buys Half of KFAB

SALE of almost 50% of NBC-affiliated KFAB Omaha from Sidles Co. to May Broadcasting Co. for $372,000 announced Friday. KFAB is 50 kw on 1110 kc. Sidles Co. owns 48.86%, *Lincoln* (Neb.) *Nebraska State Journal* owns 48.86% and two employes remaining 2.28%. May company owns 75% of ch. 3 KMTV (TV) Omaha and 100% of KMA Shenandoah, Iowa.

Three RETMA Directors Elected

THREE new members elected to board of directors of Radio-Electronics-Tv Mfrs. Assn. Friday at conclusion of three-day quarterly industry meeting in Washington (early story page 86). New directors are Arthur Chapman CBS-Hytron; W. F. Joyce, Texas Instruments, and C. B. Thornton, Litton Industries.

Congressman Goes After Wis. Vhf

Rep. Alvin E. O'Konski (R-Wis.), licensee of WOSA Wausau and WLIN (FM) Merrill, both Wis., Friday asked FCC to shift ch. 9 from Iron Mountain, Mich., to Wausau and allocate ch. 8 to Iron Mountain. Mr. O'Konski said he would apply for ch. 9 Wausau if allocated there. Ch. 7 WSAU-TV Wausau only v presently assigned there.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

TEA TIME • American Brands, N. Y., for two-second tea (liquid tea concentrate) which recently named Maxon Inc., N. Y., to handle advertising, planning saturation radio and television as well as newspaper campaigns during hot weather season. Markets will depend on distribution factors.

PERIPATETIC ACCOUNT • Schick Inc. (electric shavers), Lancaster, Pa., Friday announced third shift in agencies in three years. Account, billing total of approximately $5 million ($2.5 million in radio-tv network and spot), will leave Warwick & Legler June 30 to go with Benton & Bowles, both N. Y., July 1. Schick went to W&L from Kenyon & Eckhardt, N. Y., in 1955.

SUTTON BUYS BOTH • Sutton Cosmetics Inc., N. Y., for its deodorant stick, understood launching 2-week radio-tv spot campaign in April in five or six markets, will add to lineup in May and June reaching total of 25. Agency: Lawrence C. Gumbinner Adv., N. Y.

RADIO FOR KENT • P. Lorillard Co., N. Y., (Kent cigarettes), placing radio spots in number of markets starting March 18 for 13 weeks. Agency: J. Walter Thompson Co. N. Y.

CONFIDENTIAL BUY • Wildroot Co., Buffalo, will sponsor alternate weeks of *New York Confidential,* Television Programs of America package, Sat., 10:30-11 p.m. on CBS-TV next fall.

SHOE SPOTS • National Shoes Inc., independent shoe chain, will launch intensive radio spot schedule in 25 markets this week. Chain operates stores in New York, New Jersey, Connecticut, Massachusetts and Maryland. Record spring campaign also will be carried in newspapers and magazines and firm's *Children's Theatre* on WRCA-TV New York.

NORWICH IN 80 • Norwich Pharmacal Co., N. Y., for Pepto-Bismol, plans to use television spot campaign in nearly 80 markets starting March 24 for four weeks. Benton & Bowles, N. Y., is agency.

SCOTT RENEWS • Scott Paper Co. (Scotties, Scotkins and Scott towels) has signed renewal with NBC-TV for *Father Knows Best* (Wed., 8:30-9 p.m. EST) for 52 weeks, effective next September. J. Walter Thompson is agency.

SPOTS IN AIR • Texas Co., N. Y., will launch 4-week spot campaign on WOR New York April 19 using 40 spots per weekend to sponsor news of traffic conditions broadcast from plane flying over New York-New Jersey-Connecticut area. Called *Flying Studio,* it will be presented every 30-40 minutes starting at 4 p.m.

Continues on page 9

PHONE 74-5711

WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

101 COURT STREET, SYRACUSE 8, NEW YORK

All of us in or associated with the broadcasting business are constantly exposed to a stream of statistics. Dependent upon your point of view they can be interpreted many ways.

WHEN-TV has been endowed with a continuing series of statistics for more than eight years that can be interpreted only one way -- superiority. I refer to the quarter hour firsts tabulations of all audience surveys taken in burgeoning Central New York.

For example, here is the total of all ARB and Pulse ratings during the past year:

	Quarter Hours
WHEN - TV	1243
Opposition	625
Ties	27

Regardless of the flood of figures you deal with I am certain that these should interest you. We achieved them through a constant search for perfection. The Katz Agency or our commercial manager, Fred Menzies, are ready to illustrate how our proven superiority can mean proven sell ability for you.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix

WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

at deadline

CBS Takes Ball From ABC, Makes Deal for Cooper Series

PROJECTED hour-long western film show, starring Gary Cooper, that had been pitched to agencies by ABC-TV for possible sponsorship next fall [AT DEADLINE, Feb. 25], is now in CBS-TV's camp, it's being revealed today (Mon.). Contract signed in New York between Hubbell Robinson Jr., CBS-TV executive vice president in charge of programming, and H. I. Prinzmetal, president of Ashton Productions. CBS-TV, however, will not present weekly series until fall of 1958.

Mr. Cooper will be host and narrator of action-adventure series which Mr. Robinson asserted will be one of major programs on CBS-TV's 1958-1959 lineup. ABC-TV spokesman said network didn't think hour-long show could be ready by this fall, asked for half-hour show, failed and then dropped project.

Busy Summer for 'Ford Theatre'

IN SALE said to represent largest summer network replacement transaction in company's history, Screen Gems Inc., New York, reported Friday that 1956-57 and 1955-56 episodes of Ford Theatre have been sold for showing this summer on CBS-TV and either or both NBC-TV and ABC-TV.

On CBS-TV programs will replace *Lineup* with Brown & Williamson and Procter & Gamble continuing sponsorship, and *Red Skelton Show*, with Pet Milk Co. and S. C. Johnson Co. keeping their time franchise as advertisers. Foote, Cone & Belding, New York, which handles Armour and Pet Milk on *George Gobel Show* on NBC-TV and Armour & Kimberly-Clark on *Danny Thomas Show* on ABC-TV, has signed for *Ford Theatre* but has not decided whether to use one or both networks. This transaction is separate from regular reruns of *Ford Theatre* on ABC-TV this summer.

Reach, McClinton Agency Formed

NEW AGENCY, Reach, McClinton & Co., New York, formed Friday. Principals are Charles Dallas Reach, board chairman of Reach, Yates & Mattoon, New York, which is absorbed by new company, and Harold L. McClinton, until recently president of Calkins & Holden [B•T, March 4]. RY&M currently bills about $8.5 million annually. In new company, Mr. McClinton becomes president and chief executive officer and F. R. Risley continues to head Newark, N. J., office of 25-year-old RY&M.

Rogers Forms Texas Tv Network

CREATION of new regional network, Texas Television Network, owned and operated by Texas Telecasting Inc., announced Friday by W. D. (Dub) Rogers Jr., president-general manager of Texas Telecasting. With home offices in Lubbock, system includes KDUB-TV Lubbock, KPAR-TV Sweetwater-Abilene and KEDY-TV Big Spring. All three are CBS affiliates. New network plans to develop regional programming to implement national and local programming.

JUDY SUES CBS

SINGER Judy Garland sued CBS Friday for $1,393,333—$1 million for libel and defamation, remainder for breach of contract. Miss Garland charged, in suit filed in New York federal court, that network on Jan. 9 authorized and induced publication in newspapers and other publications of "false and defamatory matter." Among these she alleged were such statements as: (1) she "is known for a highly-developed inferiority complex," (2) she did not want to work "because something is bothering her," and (3) "I don't know but I wouldn't be surprised if it's because she thinks she's terribly fat." CBS had no comment on suit.

Another Probe for FCC?

FCC high on list of federal agencies scheduled to undergo probe by House Commerce Committee's special subcommittee headed by Rep. Morgan Moulder (D-Mo.), which will look into administration by agencies of laws creating them, it's understood. Chairman Oren Harris (D-Ark.) of parent committee expected this week to ask $250,000 for investigation which has blessing of House Speaker Sam Rayburn (D-Tex.). Further understood tentative plans call for hiring half-dozen experts in research and administrative law to make studies and report back to subcommittee in time for hearings in fall, if found necessary.

Committee Cuts FCC Budget, But It's Still Over 1957's

HOUSE Appropriations Committee Friday recommended fiscal 1958 budget of $8,300,000 for FCC—$650,000 (about 7.3%) less than Budget Bureau estimates, but $472,000 (about 6.1%) more than $7,828,000 fiscal 1957 appropriations. Committee report said Commission is dealing with rapidly-growing industry and "it should exercise all due diligence to use the funds provided to the end that prompt and efficient service is given to the public."

Group recommended $5,950,000 for Federal Trade Commission, $300,000 less than 1958 estimates but $400,000 more than 1957 appropriations.

UPCOMING

March 18-21: Annual meeting of managers of CBS owned-and-operated radio stations, Hotel Pierre, New York City.
March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.
March 20-21: Michigan Assn. of Radio & Television Broadcasters, Hotel Olds, Lansing.
March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.
March 22-23: Alabama Broadcasters Assn. spring meeting, Dinkler-Tutwiler Hotel, Birmingham, Ala.
March 22: Indiana Broadcasters Assn., Indianapolis Athletic Club.
March 24-26: Bureau of Broadcast Measurement, Quebec City, Que.

For other Upcomings see page 117

PEOPLE

Requiem mass will be held today (Mon.) in New York for **REV. JAMES M. GILLIS,** C.S.P., 80, who conducted series of talks on NBC Radio's *Catholic Hour* from 1930 until 1947.

RICHARD P. HOGUE, formerly account executive with CBS TV Spot Sales, N. Y., and previously vice president of Headley-Reed Co., appointed general sales manager of WXIX (TV) Milwaukee. He succeeds **THEODORE F. SHAKER,** who transfers to CBS TV sales, N. Y.

GE Says It Will Oppose Loss of Schenectady Ch. 6

LONG AWAITED word from General Electric Co. on its attitude toward FCC's move of ch. 6 from Schenectady, N. Y., where it operates WRGB (TV), to Syracuse, N. Y., issued Friday. The word? Change will be fought!

In statement, GE President Ralph J. Cordiner said: "No one from the FCC has approached me with respect to this question. GE broadcast stations will vigorously protest such a change as being detrimental to the best interests of the people served by WRGB." J. Milton Lang, new manager, GE broadcast stations operations, said: "Nobody charged with the authority or responsibility of operating WRGB was ever approached by the FCC prior to the issuance of this order."

Statement vindicates position taken by WRGB general manager R. W. Welpott, publicized immediately after FCC's action on deintermixture, that company would fight loss of vhf wavelength [B•T, March 4]. There had been reports in Washington that FCC had understanding with GE's topside authorities they would go along with move.

Legally, following steps are due to be taken involving not only WRGB, but also other operating stations whose vhf channels have been moved (these include KFRE-TV Fresno, Calif., and WTVW (TV) Evansville, Ind.): Issuance of show cause order, response of stations, and if objection, order setting issue for evidentiary hearing.

• BUSINESS BRIEFLY

Continues from page 7

Friday and continuing through Monday 9:30 a.m. Texas Co., through Cunningham & Walsh, N. Y., has option to renew show, which will be carried by WOR on weekends throughout daylight saving time.

SALE PENDS • Cigarette advertiser and major washing machine manufacturer are expected to be signed this week by NBC-TV to button up new Tues. 8-9 p.m. offering next fall featuring Eddie Fisher and George Gobel [B•T, March 4]. Period becomes available when *Big Suprise* ends up this season having just obtained renewals through end of current program year from Purex and Speidel. Quiz show otherwise would have cancelled end of this month.

BUYS BREWING • This is fortnight of decision for ad agencies servicing automotive accounts. Within next two weeks radio and tv plans for all majors will emerge from series of deliberations going on around clock across country. Chevrolet already has made its decision: sponsorship of Sunday 9-10 p.m. every week for 52 weeks on NBC-TV (story page 36). Buick and Ford are among those deliberating.

the week in brief

BATTLE OF THE QUIZZES

Sponsors make money by giving it away. Cases in point: Pharmaceuticals' Twenty-One, *Revlon's* $64,000 Question 27

AD BUDGETS UP 10% IN 1957

Survey by Assn. of National Advertisers shows over two-thirds of members increasing budgets 30

MEDIA STUDIED BY ADVERTISERS

ANA probe into agency compensation and services will have impact on radio-tv. No bombshells likely 32

PRUDENTIAL SIGNS PACT

Insurer sponsoring CBS-TV news package on standby basis, with documentary programs to be featured ..36

SIMPLE RATE CARDS URGED

Ann Janowicz, timebuyer, tells of troubles in trying to set up broadcast schedules from intricate cards that only a lawyer can interpret 40

ABC NAMES VICE PRESIDENTS

Accas, Coyle and Rabinovitz elected to tv posts; Comtois, Riddleberger and Shaffner get new jobs in radio 50

WEAVER'S 'BABY NETWORK'

Former NBC board chairman still secretive about new communications enterprise but may decide to make announcement in mid-April 52

MBS MOVES NEWS OPERATION

Network shifts headquarters to Washington as "news capital of the world," with Robert F. Hurleigh named to direct expanded service 58

FCC BACK ON THE HILL

But hearings are drawing to a close. Weary senators see little hope for quick uhf aid, House unit told that daytime study is coming 62

50,000 IRE ENGINEERS MEET

Latest electronics developments on display and explained at annual convention in New York 84

NARTB TO REVIEW PROGRESS

Annual Engineering Conference expected to attract 500 delegates at Chicago. Automatic logging to be shown 88

DANGER OF RADIO RATE CONTROL

Marcus Cohn tells Texas broadcasters that economic arguments can lead to public utility regulation 91

CANADIANS MAY CHANGE NAME

Return to Canadian Assn. of Broadcasters considered by association. Action slated at Quebec meeting ...100

FAST COLOR PHOTOS PROMISED

RCA scientist foresees high-speed system of electronic color-photography and storage on tape 101

THE DIFFERENCE IN SURVEYS

Walter B. Dunn, of H-R Representatives, says it all depends on the way figures are presented 119

TRAVEL: $75 MILLION ACCOUNT

Barney O'Lavin, Fargo, says radio and television should go after business in expanding field 121

departments

Advertisers & Agencies	29	In Public Interest	22	Opinion	118
At Deadline	7	In Review	12	Our Respects	20
Awards	103	International	100	Personnel Relations	60
Closed Circuit	5	Lead Story	27	Program Services	60
Colorcasting	42	Manufacturing	101	Programs & Promotion	106
Editorial	122	Milestones	104	Ratings	32
Education	104	Networks	50	Stations	91
Film	46	On All Accounts	18	Trade Assns.	84
For the Record	109	Open Mike	16	Upcoming	117
Government	62				

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*Reg. U. S. Patent Office

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You rarely run across such universal human agreement in the *potpourri* that is Washington today. You will find, however, that Washington's most successful advertisers are in accord over WTOP Radio. They know that WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

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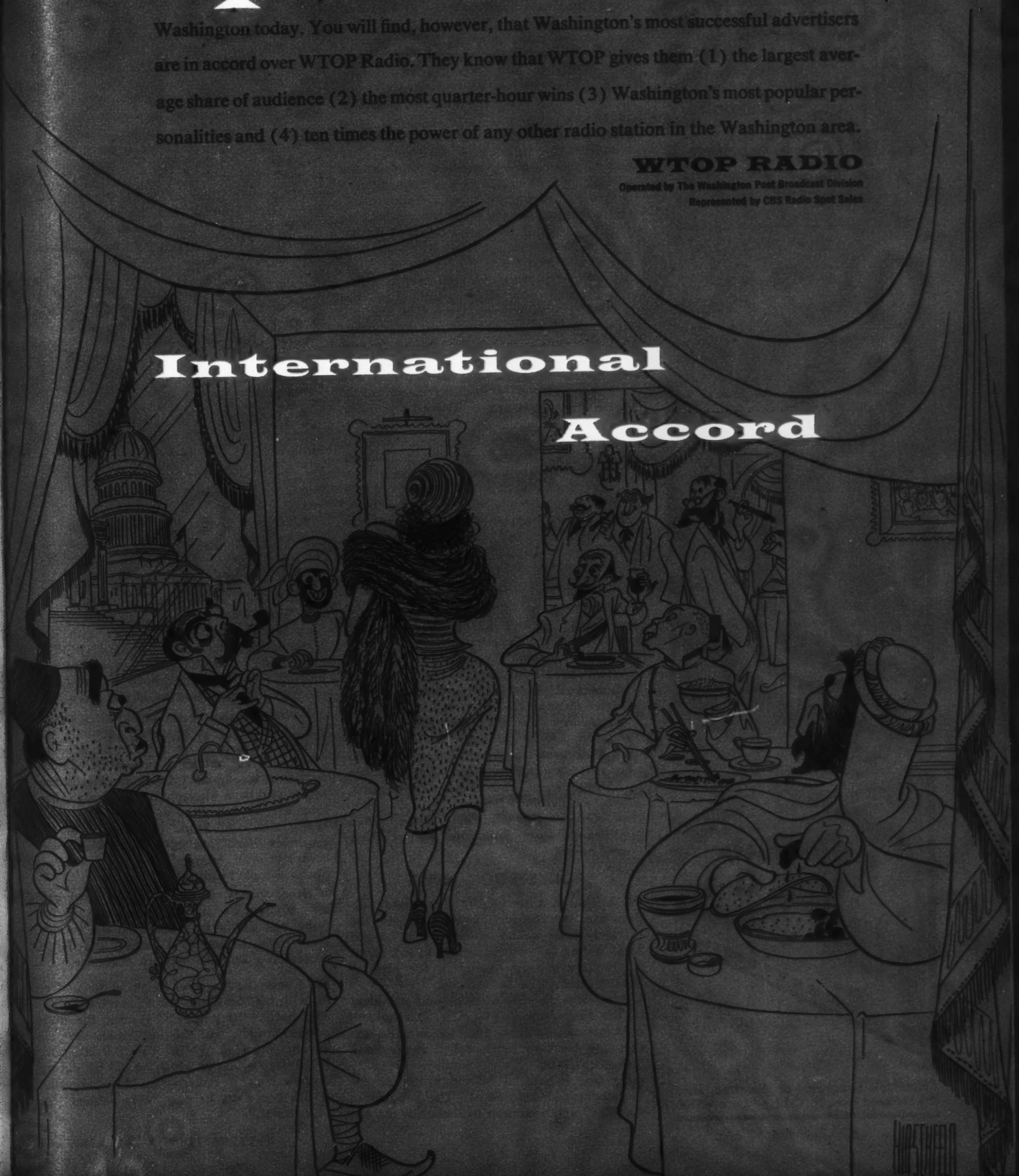

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AND THE
LAST OF THE
MOHICANS
starring
John HART
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Television Programs of America, Inc.
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IN REVIEW

PLAYHOUSE 90

HOPALONG FREUD rode into *Playhouse 90* on March 7, the only problem being that his horse was slightly lame. The 90-minute dramatic show presented "Invitation to a Gunman," another entry in the ever-growing school of "adult westerns." This one had so many conflicts and personality studies that it left the reviewer limp.

The play focused on a Confederate veteran, refused his land and home by a strong Union town, who turns to force and fear to repossess them. Terrorized, the town hires a professional killer to get him, and then finds that he brings a cruelty and terror that's worse. Ninety minutes resolves the whole thing, leaving the living room littered with the dead and the viewer slightly taken aback by scenes of the hired gunman jabbing a lighted cigar into a man's hand, or slitting a girl's cheek with a scissors as he attempts to make love to her.

Excellent photography and competent acting, especially by Gilbert Roland as the hired killer, did not hide the fact that the writers tried to probe too many characters. The sheriff was a coward, hiding behind his badge; the killer started his life of wrongdoing because of a wrong done to him; the hero was warped by his lost cause. Only so much analysis can be done in an hour and a half.

Dramatic conflict is always weakened when the audience's sympathy is divided. "Invitation to a Gunman" was better than average dramatic fare, on a program that has done consistently well by its audience, but the viewer was always aware that the play was written and produced by men who had seen not only "High Noon," but probably "Shane" and "Bad Day at Black Rock" as well.

Production costs: $120,000.
Sponsored by Bristol-Myers Co. through BBDO, Royal Typewriter Co. and Singer Sewing Machine Co. through Young & Rubicam, American Gas Assn. through Lennen & Newell, and Marlboro cigarettes through Leo Burnett Co., on CBS-TV March 7, 9:30-11 p.m. EST.
Producer: Martin Manulis; writers: Leslie Stevens, Hal Goodman, Larry Kline; director: Arthur Penn; asst. director: Ron Winston; story editor: Peter Kortner; asst. producer: Robert Banker.
Cast: Gilbert Roland, Pat O'Brien, Hugh O'Brian, Anne Brancroft, Ray Collins, and others.

POCKETBOOK NEWS

WOMEN, of whom more than eight million are stockholders, own 70% of the privately held wealth in the U. S., and if Mrs. Wilma Soss has anything to say about it, they are going to be given the facts to back up their pursestring power.

Mrs. Soss, who is founder and president of the Federation of Women Shareholders in American Business Inc., is going to tell them on her new series called *Pocketbook News* on NBC Radio Sunday, 11:15-25 p.m. She is said to be the prototype for the stockholder-heroine of "The Solid Gold Cadillac" and a woman to reckon with. On the second of her weekly programs March 10 she gave every indication of living up to the advance billing.

Mrs. Soss projects herself as a kind of elderly dowager type, well-heeled but with a sharp eye for the corporate pennies. When she identifies one of her sources as "the president of an international oil company," it sounds quite likely. Her comments Sunday ranged from petticoats (a bear market in the fashion industry in everything "from corsets to costume jewelry") to the Suez situation (little change in the cost of home fuels).

But it was on the subject of the American Telephone & Telegraph Co. (sometimes called "widow's stock") that Mrs. Soss really got her hand in. She noted that one-half of the stockholders are women, then she took AT&T gently to task, in firm and motherly tones, saying women are getting tired of the same old $9 dividend every year and implying that the company's pension plan leaves something to be desired. She suggested stockholders ask for a substitute contributory pension plan and a $25,000 ceiling at the April annual meeting. Mrs. Soss said a former AT&T president is now getting $91,000 a year, a stipend to which, she said acidly "he never contributed one penny."

A rider indicates that her views are not necessarily those of NBC, which is probably just as well.

Production costs: $500.
Broadcast sustaining on NBC Radio, Sun., 11:15-25 p.m.
Producer: Allen Ludden; writer-performer: Wilma Soss.

SEEN & HEARD

"I want Clare Booth Luce to do the script" and "Fred Astaire to help with the dances," Lana Turner sang in a number with Bob Hope on the latter's *Chevy Show* (NBC-TV, March 10). She was joking, of course, but judging from her appearance on the Hope program, she certainly could use them.

Widely publicized as the blonde glamour girl's first live tv appearance (actually she had made two previous ones: at the *Modern Screen* awards dinner a couple of seasons back and briefly on Ed Sullivan's salute to Metro-Goldwyn-Mayer), Lana Turner's stint included a dull burlesque-type skit with Wally Cox and Hope in addition to the aforementioned musical routine, which was complete with bumps, grinds and wiggles. She *did* look beautiful.

Other guests on the program fared better: Wally Cox and Hope were good for numerous laughs in a satire on the Presley craze, and Rosemary Clooney and Hope scored in a comical western sequence.

Sid Caesar had a good laugh at *Sir Lancelot* with his "Sir Thanksalot" parody (NBC-TV, Sat., 9-10 p.m. EST). But the lampooned knight had the last laugh the following Monday (NBC-TV 8-8:30 p.m. EST) with a tale in which he did his daring disguised as a baker—"Sir Crustabread." If this keeps up, he may be re-dubbed "Sir Laughsalot."

Two billion dollars in benefits for American families

In previous messages we have illustrated the nation-wide trend to voluntary health insurance by showing the growing millions of Americans who have policies with insurance companies covering hospital protection, surgical protection, medical expenses and loss-of-income. Each of these major types of health insurance reached an all-time high last year.

This growth can be measured in benefits paid as well as policies purchased and here too the trend is upward. In 1956, the nation's insurance companies paid out a record-breaking amount of over *two billion dollars*—more than *five million dollars every single day throughout the year.*

These huge benefits, all paid to cushion the financial effects of ill health and accidents, show what giant steps the American people are taking to earn their security against these common enemies and the vital role the nation's insurance companies are playing in this triumph.

THE HEALTH INSURANCE INSTITUTE

488 MADISON AVENUE NEW YORK 22, NEW YORK

SCREEN GEMS PR

FOR FIRST RUN

HOLLYWOOD PRE

39 OF COLUMBIA PICTURES GR

You Can't Take It With You

starring *James Stewart, Lionel Barrymore*

THE AWFUL TRUTH

starring *Irene Dunne, Cary Grant*

YOU WERE NE

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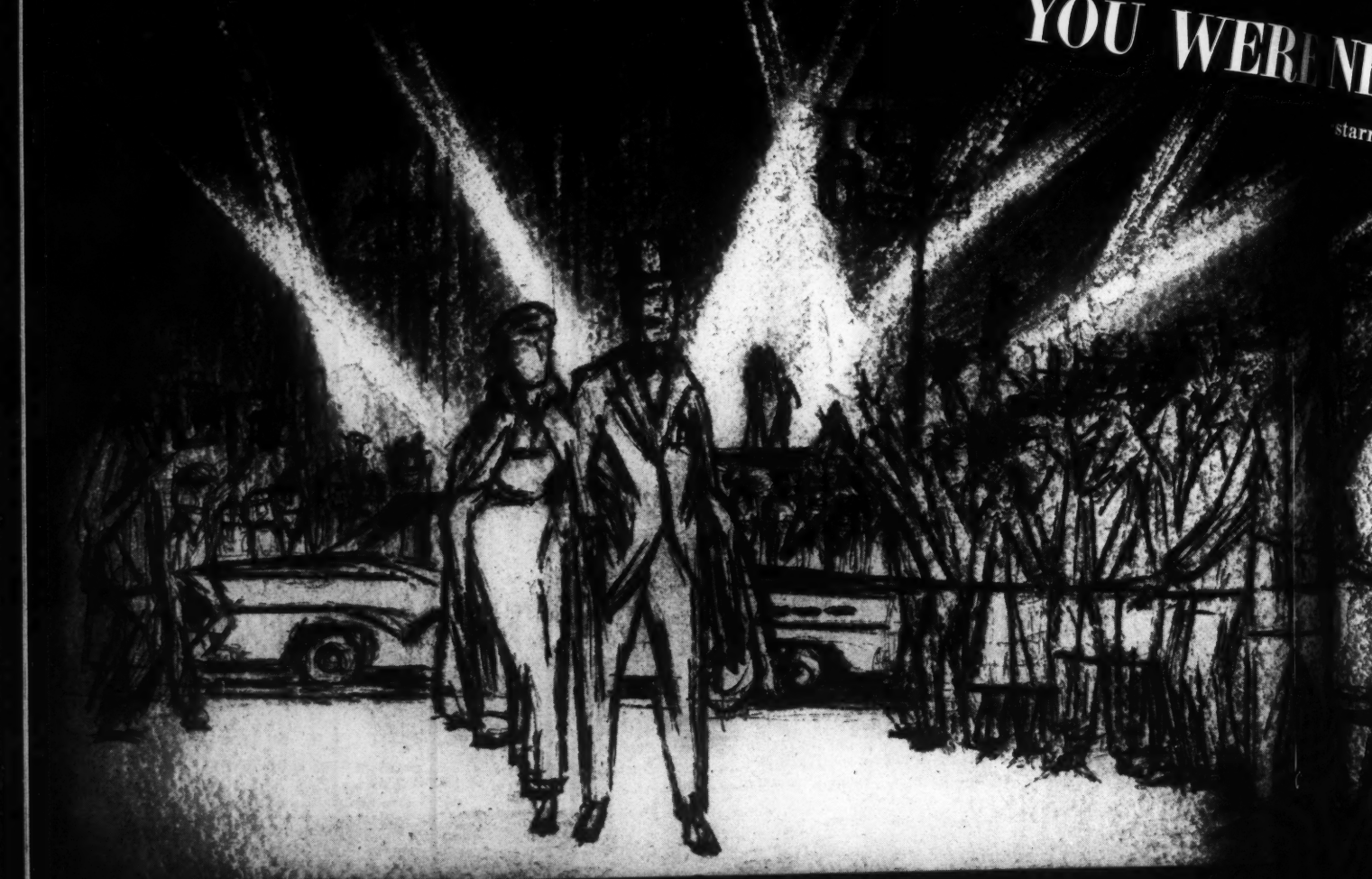

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GREATEST FEATURE FILM SUCCESSES

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starring *Dick Powell, Lee Cobb*

DEAD RECKONING
starring *Humphrey Bogart*

NEVER LOVELIER
starring *Fred Astaire, Rita Hayworth*

Only Angels Have Wings
starring *Cary Grant, Jean Arthur*

DESTROYER
starring *Edward G. Robinson*

GOLDEN BOY
starring *William Holden, Barbara Stanwyck*

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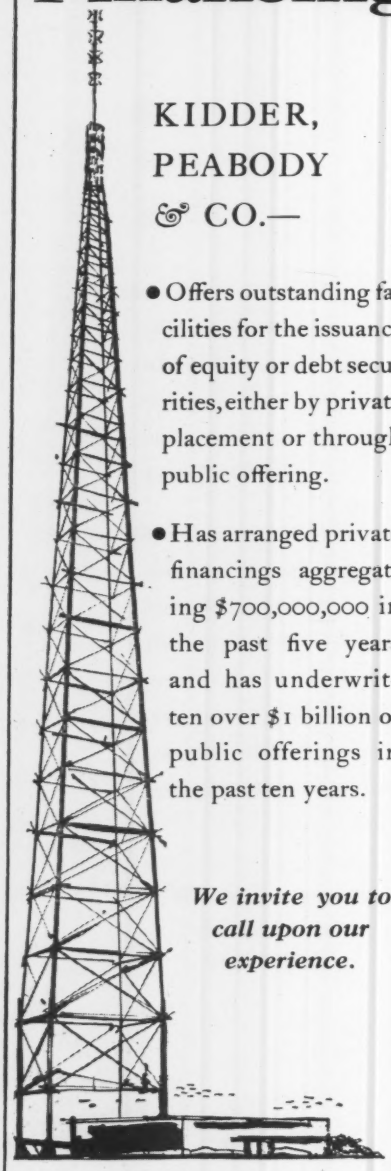

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BOOKS

MASS COMMUNICATION, by Erik Barnouw. Rinehart & Co., 232 Madison Ave., New York 16, N. Y. 280 pp. $4.50.

ASSOCIATE Professor of Dramatic Arts at Columbia U. and editor of the Center for Mass Communication at Columbia, Erik Barnouw also has been a network script editor and program director of several advertising agencies. His discussion of the mass media—radio, television, film and press—and their workings is based on practical experience as well as theory. In four sections, he reviews the history of mass communication, describes and analyzes psychology of the media and its sponsors, a word he uses to include government agencies and social organizations as well as business entities.

"Most people are inclined to think of sponsors as 'they'," Mr. Barnouw says in his concluding chapter. "A better term might be 'we.' . . . We the public are, in a very real sense, the sponsor of sponsors. We endorse or reject the communications of sponsors through a constant series of actions: every time we buy or do not buy an advertised product; every time we vote or do not vote in a local or state or federal election; every time we support or do not support an organization program; every time we read or do not read, listen or do not listen, watch or do not watch.

"Constantly, often unknowingly, we participate in the decisions of sponsors. We all share responsibility," he writes, responsibility first to "understand the vast, complex organization of mass communication" and next to "promote its use . . . toward ends in which we believe."

Written for the thoughtful layman, *Mass Communication* can be read with profit, if not with complete agreement, by sponsors and media executives as well.

RADIO AMATEUR'S HANDBOOK, 34th Edition, by the Headquarters Staff, American Radio Relay League, West Hartford, Conn. 760 pp. $3.50.

FOR over 30 years, the Radio Amateur's Handbook has been the bible of that vast legion of radio hams who have found in radio transmitting and receiving a select hobby. This newest handbook has been revised and restyled in the light of current advances in the radio art. The book contains more than 1,350 illustrations, including 502 tube-base diagrams. It also contains an equipment catalog and an index.

TV TROUBLES, a Coyne Electrical School publication, distributed by Howard W. Sams & Co., Indianapolis, Ind. 299 pp. $3.95.

BASICALLY this book is for servicemen, but it could be put to good use by broadcast engineers whose friends and neighbors are always calling them up when something goes wrong with their tv receivers. What this spiral-bound, pocket-sized book does is to take 70 kinds of faulty pictures and cross-reference them to about 700 different kinds of faults in the circuit of a receiver. Straight to the point, it deals not at all with theory or principles, but directly to (1) what's wrong with the picture, and (2) the probable trouble.

OPEN MIKE

Radio's New Record

EDITOR:

What would be the cost of getting 150 copies of page 27 of the March 4 B•T? This article [on radio revenue hitting a new record in 1956] would make an excellent mailing piece for some of our local and regional advertising prospects.

No doubt other stations could make good use of the piece in their markets.

Raymond M. Beckner, Manager
KRLN Canon City, Colo.

[EDITOR'S NOTE: Reprints are available at $7.50 per hundred.]

Step Forward, Step Backward

EDITOR:

I note in your March 4 issue that program officials from stations, networks and educational organizations are giving thought to setting up some type of organization which would hold meetings and do what has to be done to improve programming. I was glad to see that Westinghouse sparked the importance of programming by its own session.

I have endeavored to stir up interest on the part of broadcasters and at board meetings of the NARTB to set up a forum for program discussion. I have repeated it at various times in talks and in letters. Your item reminded me that I should again.

If the association does not set up a program division soon, then I certainly hope that program people around the country will set up their own organization, as have the newsmen and editors in other media.

And it is my sincere hope that radio and tv will have separate organizations. The only way that each of these broadcast media can become stronger is to go their separate ways, not only in program planning but also in management. If NAB is going to be the new name [of NARTB], it may prove to be a step backward—a step to get a short name but an error in developing two media. This is the time for the industry, the board and the publishers of papers such as B•T to take a real look at the problem and forget their own selfish interests. Radio and tv have separate advertising bureaus and I think now is the time to separate the national management organization.

Edgar Kobak
WTWA Thomson, Ga.

[EDITOR'S NOTE: B•T disagrees with Mr. Kobak's proposal to separate the NARTB but is glad to give him a forum.]

Copywriters Unite

EDITOR:

I propose to found a national association of copywriters for the purpose of promoting the profession, encouraging one another in our arduous task of supplying the public with tolerable copy appeal, and exchanging ideas about copy themes, appeals and vernacular.

Anyone interested in joining me or helping me organize the copywriters may drop me a line here at WPCT.

Charles F. Credit, Continuity Editor
WPCT Putnam, Conn.

Costume by Clare Potter

You feel very special on Red Carpet flights*

When you walk along the Red Carpet to your waiting United DC-7 Mainliner® *of course* you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of *Red Carpet Service!*

Here, on the world's fastest airliner, you'll find luxurious, relaxing surroundings. Like a pre-dinner cocktail? It's served in an individual decanter. Dinner? M-m-m-m! Especially prepared for you by United's own master chefs.

Then a restful doze . . . You can't be there already! You *are.* And after you leave your big Mainliner your luggage is brought to you extra-fast. What a wonderful way to travel—Red Carpet Service!

World's fastest airliners—United DC-7s! Red Carpet nonstop flights: New York-San Francisco, New York-Los Angeles, Chicago-San Francisco, Chicago-Los Angeles, Washington, D.C.-San Francisco, Los Angeles-Seattle, California-Hawaii.

UNITED AIR LINES

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

Hold your orders Boys
We have news for you

KCEN-TV is Leading Station in Texas' 5th Market

Between the first four major markets of Texas is a giant fifth. Not until KCEN-TV developed a television service with a tower TALL ENOUGH and programming GOOD ENOUGH was this important fifth market covered—really covered—by a single medium. Now, thanks to Nielsen, what we have always contended is a matter of record. KCEN-TV is acknowledged as "THE LEADING STATION IN TEXAS' 5th TELEVISION MARKET."

NEILSEN NCS No. 2 – November 1956

Station	No. of TV Homes in Area	Monthly Homes Reached	DAYTIME Weekly NCS Circ.	DAYTIME Daily NCS Circ.	NIGHTTIME Weekly NCS Circ.	NIGHTTIME Daily NCS Circ.
KCEN-TV	106,370	88,040	76,760	56,700	83,010	68,420
Station B	87,040	66,270	55,410	39,650	62,820	49,940

SERVING THE TEMPLE-WACO MARKET AND ALL CENTRAL TEXAS

KCEN-TV
Channel 6
INTERCONNECTED
NBC AFFILIATE

33 Counties Served According to Nielsen Survey No. 2. Inquiries as to details invited.

National Representatives, George P. Hollingbery Co.; Texas Representatives, Clyde Melville Co., Dallas.

ON ALL ACCOUNTS

Tee V. Watson

EXECUTIVES at J. Walter Thompson Co., Chicago, may be forgiven if they seem high these days on the potentialities of T. V.—not alone the medium but a staff member as well.

Tee V. Watson, who supervises time-buying on such accounts as Kraft Foods Co. and Libby, McNeill & Libby, is acknowledged to have justified the hopes of superiors who hired him nearly three years ago. (He previously was with Grant Adv.) Ed Fitzgerald, chief timebuyer at the Thompson agency, describes Mr. Watson as "outstanding" in his field.

In his present capacity Mr. Watson is responsible for network, spot and local radio-tv time purchases for six accounts, but has been occupied primarily for Kraft on such NBC-TV network properties as *Kraft Theatre* and Thursday participations on *Modern Romances, Comedy Time, Matinee Theatre* and *Tic Tac Dough*. (JWT handles all Kraft products save margarine, oil, Parkay and confections.) He also is active for Libby for its vegetables and canned fruit juices, including the pineapple, newly-acquired from Foote, Cone & Belding.

Mr. Watson reports strong interest in suggestions that paper work on contracts involving radio-tv buyers be cut down and that agencies, through their legal departments, assume more active responsibility in this activity by cooperating with Station Representatives Assn. and other organizations looking toward creation of a central source for contracts. In another observation, Mr. Watson said that some buyers emphasize the 7-9 a.m. period in radio too greatly and that local stations have been over-zealous in making accommodations.

MR. WATSON broke into advertising as an "estimator" after graduating from the U. of Illinois with a B.A. in marketing. Born in Bloomington, Ill., on April 3, 1925, young T. V. went to the local high school.

After completing school, Mr. Watson joined Grant in 1950 as an estimator, writing up contracts. He became assistant timebuyer and finally timebuyer on such accounts as Folger coffee, Cudahy Packing Co. and Wander Co.

After joining Thompson's Chicago office in 1954, Mr. Watson was assigned Bowman Dairy Co. (spot radio-tv), Elgin National Watch Co., Employers Mutual of Wausau (Wis.) and Southeastern Trailways, plus Kraft and Libby.

During World War II he served in the Air Sea Reserve as radio operator with a B-17 crew in the South Pacific. His hobbies are "family and home" and golf "when time permits." Mr. and Mrs. Watson (the former Nan Major) have one child, 20-month-old Beth Ann, and live in Evenston, Ill.

Cover Shot Specialists

We shoot wide here at WSAV-TV. In fact, our Channel 3 coverage of this humming southern market includes more counties than any other Savannah station (NCS No. 2). For a closeup of WSAV-TV's big-picture coverage and sales influence, contact us or your nearest Blair man.

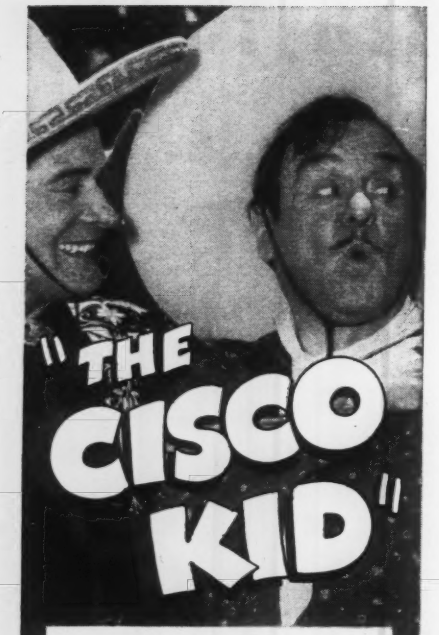
Clearly . . . SAVANNAH'S PREFERRED-CHANNEL STATION

It's 3 in Savannah

WSAV-TV

NBC CHANNEL THREE

REPRESENTED BY BLAIR TELEVISION ASSOCIATES



South Carolina Meat Packers Sales Rocket!

KINGAN MEATS, through Lindsey and Co., reports:

"The Cisco Kid played a large part in the most successful promotion we have ever run . . . While I will not give you the actual percentage of sales increase, I can tell you that the sales increases were very substantial."

Ask to see more success stories of THE WORLD'S GREATEST SALESMAN! "THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York Chicago Cincinnati Hollywood

OUR RESPECTS

to Herbert Louis Krueger

SHORTLY after his graduation from the U. of Illinois School of Journalism in 1931, Herbert L. Krueger started learning about people and their reactions. This practical course was focused on the way readers responded to what they read in newspapers. His teacher—and employer, too—was Dr. George Gallup, then on the faculty of Northwestern U., just north of Chicago in Evanston. Mr. Krueger now is vice president-general manager of WTAG Worcester, Mass.

Traveling around the Midwest and some parts of the East for Dr. Gallup, the young graduate conducted surveys for metropolitan newspapers, direct mail advertisers and other Gallup clients. In a year or so, Dr. Gallup had left the university to join Young & Rubicam in New York, so young Mr. Krueger got a job as a reporter on the *Chicago Herald Examiner* and later the *Chicago Evening American*.

Then came the chance to fill a big job in a small institution—editor of a country weekly, the *Lake Geneva* (Wis.) *News Tribune*. Here was a chance to exercise executive prerogatives, and the ambitious editor promptly changed the name to the *Lake Geneva Regional News* and changed the news structure to embrace the entire resort area in that part of Wisconsin. He took a step that made journalistic history in Wisconsin when he converted to a tabloid format, the first country tabloid recorded in the state's journalistic history. In 1936 the weekly was sold so Mr. Krueger went to work as a reporter and columnist for the *Joliet* (Ill.) *Herald News*.

A job offer from the *Worcester* (Mass.) *Telegram-Gazette* took him away from the Midwest in 1937. He moved to Massachusetts, becoming business manager of the newspaper, which operates WTAG. In the business role his attention turned to a general promotion and then sales promotion. At this point a logical development occurred. His newspaper promotion work inevitably overlapped into similar chores for WTAG, bringing a combination of experience in research, promotion, newspaper reporting and newspaper-radio business functions.

As a result, Mr. Krueger became commercial manager of WTAG in 1943, completing the transition from newspaper to broadcast activity. He served in this role until 1951 when he became station manager. After two years in this capacity he was elected a vice president and director of WTAG Inc. After another two years he was elected, in September 1955, vice president and general manager of WTAG Inc.

AT WTAG early in the decade Mr. Krueger exposed what he felt was a rank injustice to aural broadcasting—an unfair tv emphasis in Hooper reports that gave the aural medium a bad break.

The early-tv-era Hoopers showed tv's inroads on radio but failed to depict its impact on newspaper and magazine reading. Mr. Krueger contended separate radio and tv surveys would give a fair picture of the separate broadcast media. Then advertising agencies could evaluate all media covering a market, each in its own relative position. One thing that especially bothered him was the fact that other media were increasing their rates at the time, backed up by circulation data, while radio broadcasters were cutting their rates in the face of a record 90 million set circulation.

Explaining his position that radio and tv should be surveyed separately, he wrote a by-lined article [B•T, May 8, 1950] that brought about a change in the way Hooper reports were compiled. This new plan of separate surveys gave radio a fair break.

Long a student of broadcast problems, Mr. Krueger served on many industry committees. Among these were the All-Radio Presentation Committee, Special Test Survey Committee and the NAB Sales Managers Committee. Their work led eventually to the formation of Broadcast Advertising Bureau, later changed to Radio Advertising Bureau.

In March 1953 Mr. Krueger was elected NARTB Radio Board member for the New England district. He winds up a maximum four-year tenure at the April NARTB convention. Last June he was elected vice chairman of the NARTB Radio Board and is serving as co-chairman of the NARTB Convention Committee. Other roles are board member of the Massachusetts Broadcasters Assn. and of the Assn. for Professional Broadcasting Education.

Herbert Louis Krueger was born in Chicago Jan. 31, 1910. He attended public schools in the Chicago area. In 1933 he married Ruth Rankin, a classmate at the U. of Illinois. They have a daughter, Nan, who will graduate from Bucknell U. this spring, and a son, Richard, a high school freshman.

His activities include Sigma Delta Chi journalism fraternity, Boston chapter, and member of the administrative committee of the First Baptist Church of Worcester. Among hobbies are bowling, bridge, tennis and reading. His thwarted ambition: to be a major league baseball player, a yen that developed on the Illinois varsity.

Now...Improved VIDICONS

RCA-6326
*and RCA-6326-A**

**New version, constructed without side tip.*

RCA-6326 and RCA-6326-A, designed for use in TV film and slide cameras—both color and black-and-white—now feature MICRO-MESH.

Micro-Mesh substantially improves the picture quality of TV film cameras—even beyond present-day high-quality performance standards. Under continuous development for more than five years at RCA, Micro-Mesh eliminates mesh pattern in black-and-white or color TV *without any need for defocusing.*

Examples of RCA's leadership in the design and manufacture of superior-quality tubes for telecasting, these vidicons are available through your RCA Tube Distributor.

For technical information on these and other RCA camera tubes, write:
RCA Commercial Engineering, Harrison, N. J.

PICK-UP TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA

Tube Division Harrison, N. J.

more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station

BALTIMORE

IS EASIER
TO REACH
WHEN YOU
RIDE WITH

WFBR

REPRESENTED BY

JOHN BLAIR AND CO.

MILESTONES

Children's Groups Reap Benefits

EMCEED by Bert Parks and Julia Meade and featuring many name stars, a 16-hour telethon on WTVJ (TV) Miami closed its books with $305,277 collected in cash and pledges. Donations to this "Crusade for Children" will aid 18 children's charities in south Florida.

Christmas Comes in March

SANTA comes twice to orphaned children in Charlotte, N. C., where Fred Kirby, singing cowboy on WBT Charlotte, holds a Christmas party each March with church groups so that children who have no families may have a double Christmas.

Mobile Unit Fills Need, Plus

ONE HUNDRED and fifty pints of a rare blood type were received in response to a request aired on the WXLW Indianapolis Newsmobile. The mobile unit broadcast a father's request for his son, who needed ten pints of blood for a heart operation.

WSYR-TV Looks at "Tax Angles"

THAT annual tax dilemma is in focus on "Tax Angles," a five-week series on WSYR-TV Syracuse, N. Y. The program is the result of joint effort by WSYR-TV and the Radio-TV Center at Syracuse U.

Citizens Answer WWRI Appeal

CITIZENS of Warwick, R. I., responded to a 10-hour broadcast appeal by WWRI West Warwick and donated a total of $1,710 towards an educational trust fund for an infant found abandoned on the doorstep of Kent County Memorial Hospital.

Age Cannot Wither Them . . .

"THE WHEEZ KIDS," a basketball team of staffers at WNAR Norristown, Pa., recently played a game against the Norristown Police Force, with receipts going to the area's recreational program for children.

OPERATION GOODWILL

DOUBLE-BARRELLED community service was provided a neighboring town early this month when KBOI-AM-TV Boise, Idaho, launched a free public information and advertising campaign on behalf of Vale, Ore., merchants, hard-hit by floods.

The Boise station came to the aid of the stricken Vale merchants after most of their money had been depleted in a week-long clean-up job preparatory to reopening their establishments.

To inform area citizens that Vale merchants were "open for business" again, KBOI newscasters broadcast daily stories on clean-up operations and the readiness of the store owners to serve their patrons once more; KBOI Radio told the story in a saturation of public service announcements over a three-day period, and KBOI-TV carried the same schedule on every break during prime evening hours.

"ROANOKE—
Bigger than
RICHMOND?"

"YES, BIGGER...
BIGGER than
Richmond by
12,800 Television Families!"*

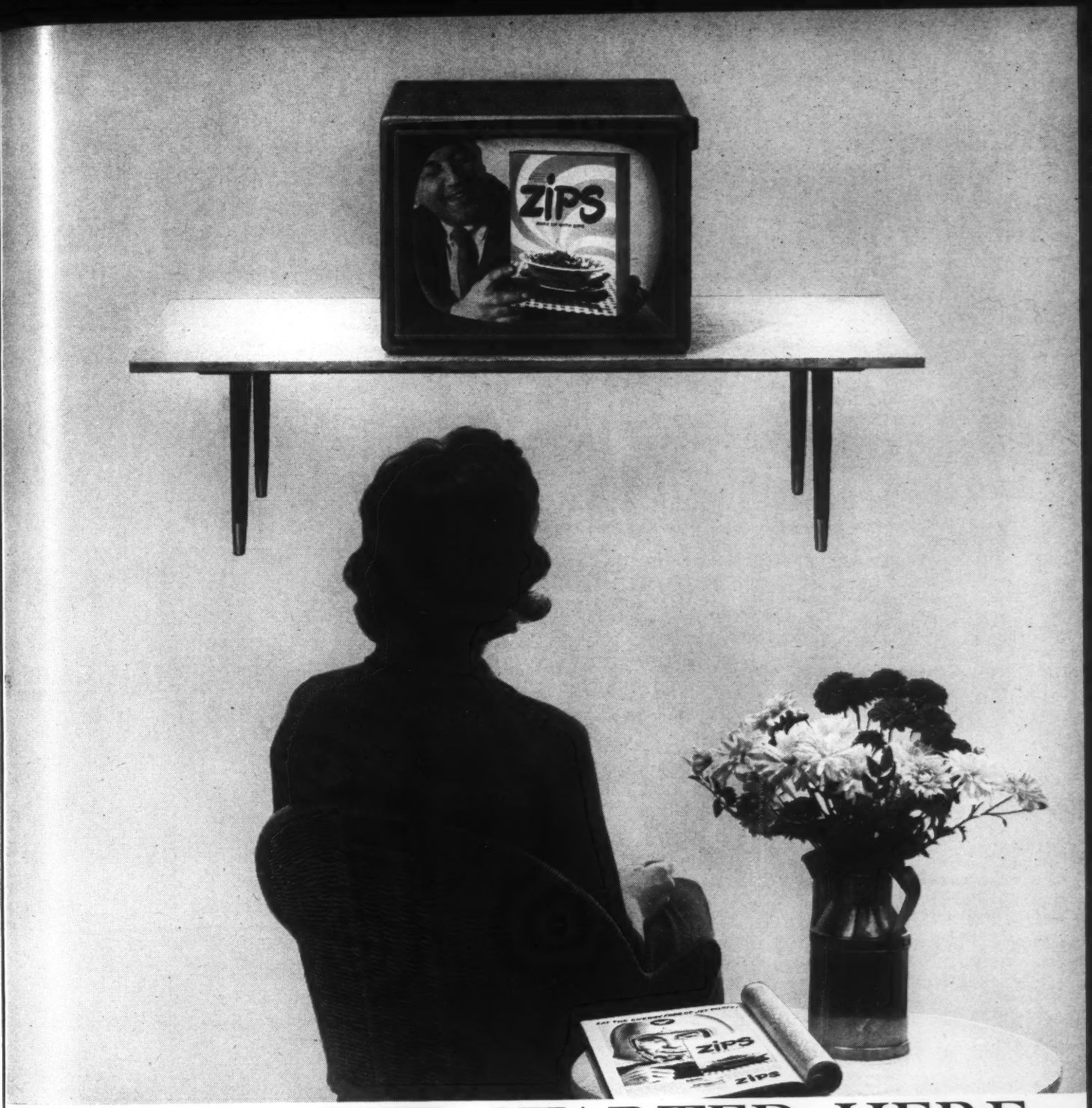
*Television Magazine, March, 1957

Note—Use the count YOU favor, but it's generally agreed that the ROANOKE TELEVISION market is sizeably ahead of the RICHMOND TELEVISION market.

Check YOUR set count . . .
then BUY Roanoke!

Call, your nearest Peters, Griffin, Woodward "Colonel", — or WDBJ • Television!

WDBJ-tv
Channel 7
CBS
ROANOKE, VA.
Owned and operated by
the *Times-World Corp.*



IT STARTED HERE

when she saw it...

IT HAPPENS HERE

when she hears it . . .

IMAGERY TRANSFER . . .

NBC RADIO'S EXCITING NEW APPROACH TO ADVERTISING . . .

uses the recognized power and economy of network radio to multiply the effectiveness of *all* your advertising and, at the same time, to bring your over-all cost per thousand way down.

Here's the way it works:

Key words . . . significant sounds . . . cause people to react in certain ways. Imagery Transfer puts this psychological process to work for you. Using just the *right* combination of words and sounds — *on radio* — you re-awaken automatically the advertising images of your products that you have already established with the consumer through visual media.

IT PAYS OFF HERE

because she buys it!

IMAGERY TRANSFER lets you fill in the gaps between your once-a-week, bi-weekly or monthly exposure in the expensive visual media. Because network radio offers mass coverage at low cost, you can reach your customers, economically, time and time again. You can keep the picture of your product foremost in the housewife's mind . . . at home where she uses it . . . in the car when she's on her way to market. With radio and its Imagery Transfer you can literally follow your customers right to the point of purchase. The product images that you store up with all your advertising then explode into action—buying action.

A call to NBC Radio will bring you a consultant, ready to discuss how Imagery Transfer can be applied to *your* advertising.

This is *IT!* It's ready to do a job for you *now.*

NBC RADIO NETWORK *a service of* RCA

CAPITAL BOOM. . .

. . . . . IN BABIES!

Washington is full of surprises these days . . . the kind that can mean a bundle of joy to advertisers as well as parents. For along with the Capital's expanding wealth and economy, and its bulging metropolitan boundaries, has come a proportionate increase in *brand new prospects.*

Due to the high birth-rate — close to 48,000 last year alone — more than 35% of the metropolitan area's population is now made up of children under 18 years of age. Many in this age group are active buyers already. All of them will be in the near future. *Right now* they are establishing important brand-loyalties that may well last a life-time.

WRC and WRC-TV, Washington's *Leadership* Stations, are firmly established with this growing audience of youngsters. And programming with special appeal and interest is attracting them in greater and greater numbers. In appropriate time periods, WRC and WRC-TV now broadcast 50 hours for this age group *every week!*

That's another reason more and more advertisers are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING
TELECASTING

Vol. 52, No. 11 MARCH 18, 1957

MAKING MONEY BY GIVING IT AWAY

There's method in the madness of television's big money quiz games

THE SPONSORS of television's biggest quiz shows last week became embroiled in a contest of their own—to see who could give away the most money.

At week's end, Pharmaceuticals Inc., backer of *Twenty-One* on NBC-TV, could claim a momentary triumph: the *$129,000* pocketed by Charles Van Doren was the biggest prize ever won by a contestant on any television show.

But Revlon cosmetics, the advertiser on CBS-TV's *The $64,000 Question* was out to make *Twenty-One* look cheap. *Question* upped its jackpot to $256,000—and had Robert Strom, a 10-year-old prodigy who had just won $64,000, in position to go for it.

What is the game behind the games on tv this year? It could be called: How to Make Money by Giving It Away.

For the skilled player, this game can be far more profitable than *Twenty-One* for Charles Van Doren or *The $64,000 Question* for Robert Strom. The winnings in the game behind the games can mount into multi-millions:

Item: Pharmaceuticals Inc. sales this year are expected to reach $30 million—$10 million more than sales in 1956.

Item: Revlon sales in 1956 were $85.7 million—$34 million bigger than they were in 1955 when the company began sponsoring *The $64,000 Question.*

Pharmaceuticals Inc. has had a steady growth since it began heavy advertising in 1954, but the popularity of *Twenty-One* and Contestant Van Doren accelerated the trend.

Says Matthew Rosenhaus, president of Pharmaceuticals: "Television has always been successful for us, but the best return on any tv dollar we ever spent has been realized on *Twenty-One.*"

One of the company's products, Sominex, a sleep inducer, showed a 68.9% gain during the 12-week period preceding Feb. 25 (in sales reported by a leading wholesale drug house in a market used by many researchers as a representative area). This sales gain was in the 18-capsule bottle. Sales of large Sominex bottles went up most in the three weeks preceding Feb. 25—47.3% for the 36-capsule size, 20% for the 72-capsule size.*

Geritol, the tonic for "tired blood" which gets the most attention in Pharmaceuticals' advertising on *Twenty-One,* also has been moving well. Sales for the 24-ounce size went up 71.4% in the three weeks preceding Feb. 25, and for the 80-tablet bottle 40% in the 12 weeks preceding that date. (Increases quoted are above the levels of corresponding previous periods.)

Revlon's sales have spurted faster than Pharmaceuticals', a phenomenon ascribed to the difference between the two lines of products. Proprietaries look to steady growth. Cosmetics are subject to more dramatic movement.

Revlon's success story has become a classic. The company's sales went from $33.6 million in 1954 to $51.6 million in 1955 (when *Question* was introduced) to $85.7 million in 1956. Revlon's "Living Lipstick," first product advertised on the show, quickly fell 30 days behind orders and had to ration shipments to dealers. Within a few months after Revlon started *The $64,000 Question,* the company's biggest rival, Hazel Bishop, was left wallowing in its wake.

The $64,000 Question still does wonders for Revlon products. Only recently [B•T, Jan. 22] George Abrams, Revlon vice president, said the company was still discovering "a retail gold rush" after products were advertised on the show.

When Charles Van Doren collected $129,000 (a sum it would take him nearly 30 years to earn at his present professorial salary), he became the symbol of the new quiz contestant and *Twenty-One* became the symbol of the new quiz show.

The 1957-style contestant must have encyclopedic knowledge and a personality which projects well on the television screen. Mr. Van Doren had both.

He lacked, however a third quality which is eagerly sought by the producers of the rival programs, *The $64,000 Question* and *The $64,000 Challenge.* That is the unexpected association of a type of knowledge with a person who does not seem to be the kind to have it—i.e., the 11-year-old who is an expert on finance, the professional wrestler who loves flowers, the jockey who is an authority on art and artists.

The 1957-type quiz show must have a whopping prize (in cash) and a store of questions, prepared and certified by scholars, on almost any subject. In the wings on the successful quiz show of today there must be at least one banker, armed guards and a seminar of Ph.D.s to interpret answers which the quizmaster cannot understand.

In its present manifestation, the quiz has come a long way since its origins in the days of broadcasting antiquity.

It was less than 20 years ago that Phil Baker was giving away $64 tops on radio, and the audience was looking

* Sominex and Geritol figures are quoted from *Food-Drug-Cosmetic Reports,* weekly newsletter.

ONE KING DETHRONES ANOTHER

BELGIUM'S BAUDOUIN

TWENTY ONE'S VAN DOREN

AS the whole world knows, Charles Van Doren came a cropper last Monday night, victim of lady lawyer Vivienne Wax Nearing and a surprising (for him) mental block: he couldn't name King Baudouin of Belgium. The two cost him $14,000. Thanks to the largesse of tv's moneyed quiz craze, he has $129,000 (before taxes) left to ease his exile.

upon that amount as respectable.

Nowadays it is a miserly quiz that dangles less than, say, $8,000 before contestants, and to qualify for the big time the show must be in the $25,000-and-up bracket.

This kind of thing can mount up to real money. Here are the total distributions by several of the big money shows:

Revlon's *$64,000 Question,* granddaddy of the big money quiz, has doled out $1,219,168 plus 18 Cadillacs as "consolation prizes"; Revlon's and Kent's *$64,000 Challenge,* approximately $665,000 in winnings and $21,000 in consolation prizes; Speidels' and Purex's *The Big Surprise,* $500,000 (this season alone); Liggett & Myer's *Do You Trust Your Wife?,* $455,800.

Big money quizzes dot the schedules of both CBS-TV and NBC-TV. A lone qualifier on ABC-TV is *Treasure Hunt,* whose top cash prize is "only" $25,000 (won twice this season).

On CBS-TV there are Revlon's *Question* and *Challenge;* Liggett & Myers' *Do You Trust Your Wife?* (Soon to go off the air); General Mills' *Giant Step,* and Whitehalls' and Kellogg's *Name That Tune.*

On NBC-TV, there are at least these shows in the high-brackets: *Twenty-One, The Big Surprise* (Speidel and Purex) and Lanolin Plus' *Hold That Note* (big jackpots but not in the class of the first two programs).

To add to these headliners there are the fringe big money shows: Colgate's *The Big Payoff* (gifts), Hazel Bishop's *Beat The Clock* (stunts and prizes including cash), and a sustainer, *Two for the Money* (smaller cash awards), all on CBS-TV; *Tic Tac Dough* with participating sponsors (a variation of *Twenty-One,* same packager, same quizmaster but cash in smaller amounts), on NBC-TV. There are still others, such as *Queen for a Day* on NBC-TV, that goes in for gifts, or *People Are Funny,* on the same network, that uses the stunt and prize formula.

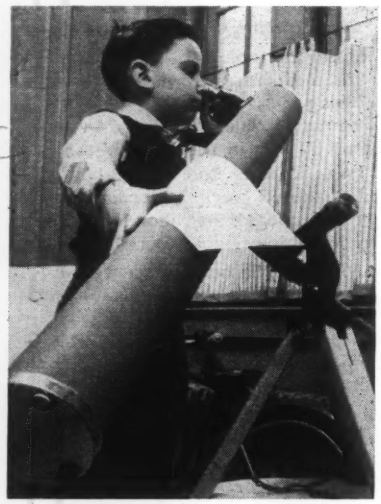
While a portion of the winnings on these shows have fattened the bank accounts of numerous individuals in the country, it can be assumed that the bulk of the money flowed to the U. S. Treasury via the Internal Revenue Bureau. The tax situation is a thorn in the side of show producers who want the big money figure not only to shock the imagination but also to attract the "sky's the limit" contestant who will go for broke. A contestant, aware of the tax collector in the wings, more often hesitates to stay in the running when the risk won't bring him a substantial take-home return.

At least one advertiser, Revlon *(Question),* thinks it is getting around that point by setting up a system that will permit a contestant to keep winning to at least a $256,000 level, with tax payments to be made on the basis of $64,000 in winnings each year for successive years.

Mr. Van Doren, a bachelor, gets hit hard by the tax collector. This is how:

His winnings totaled $129,000. His salary from Columbia U. was $4,400 during 1956 and will be raised to $4,500 effective July 1. (Because of his quiz winnings, however, he will keep only $3 of the $50 he will receive this calendar year.) Of the total of $133,400 (computed without the raise), he gets to keep $28,795. The remainder—$104,605—will be divided between Washington (which gets $95,622) and Albany, N. Y., (which gets $8,983). However, should Mr. Van Doren follow the advice of tax accountants he will prepay his state tax (deductible from the federal tax) and thus increase his take home pay by $8,057—to a total of $36,852.

On the other hand, California construction engineer Erik Gude and his wife, Helena, were more fortunate on *Do You Trust Your Wife?* By March 26 their winnings will have amounted to $120,400. But the Gudes will be paid $100 per week for a period of 23 years and thus be taxed accordingly at the rate of $5,200 a year.



HEIR APPARENT to the quiz crown is 10-year-old Robert Strom, who last Tuesday won top money on *$64,000 Question* and became eligible to go on to that program's new summit: $256,000. Robert has done well in other quiz quarters, too; the telescope he won on CBS-TV's *Giant Step,* along with a 4-year college scholarship and a trip around the world.

The $64,000 Question is considered the forerunner of the big money shows. Its forte has been the ability of its producers—it is packaged by Entertainment Productions Inc., the former Louis G. Cowan firm—to find unusual contestants.

Its list of big winners is long. The first $64,000 champion was a Marine, Capt. Richard G. McCutcheon who won on Sept. 13, 1955, with the correct answers to questions in the food and cooking category.

But it was not only the top winners that attracted news copy on the program.

A shoemaker from the Bronx, Gino Prato, whose gentleness and lifelong study and love of the opera kindled a responsive chord among millions of viewers, walked away with $32,000 in winnings on Aug. 9, 1955. Later he travelled to his native Italy, was presented courtesy box seats at Metropolitan Opera and got a new job with a national shoe company. Soon, he, too, appeared on *Challenge.*

A housekeeper-nurse, Myrt Power, was another $32,000 winner. Her subject: Baseball. She made another $16,000 on *Challenge.*

By now the program had attracted national publicity, and it was up to the show to sustain interest. This is done with Dr. Joyce Brothers, an attractive psychologist who betrayed an unusual interest in being an expert on boxing. She won $64,000 on Dec. 6, 1955. A jockey, Billy Pearson won $64,000 by knowing the answers on great art and artists on April 17, 1956. He moved over to *Challenge* to split a $64,000 take with actor Vincent Price (same art category) on June 17, 1956. By Oct. 28, 1956, Mr. Price was again splitting the sum with fellow actor Edward G. Robinson.

The *Question's* colleague show is *The $64,000 Challenge,* which made its premiere on CBS-TV April 8, 1956. Alternate sponsors are Revlon and Kent cigarettes. It had been telecast a total of 48 times through March 10. Basically, the *Challenge* format hinges on its sister program. Winners who have won $8,000 or more on *Question* are eligible to assume the role of champions and defend their title against challengers. It is produced by the same packager.

Challenge has come up with some unique contestants. Challenger 11-year-old, Leonard Ross, knocked off champion Mrs. Alice Morgan on the subject of the stock market last Feb. 10. Mrs. Morgan was no match for young Ross, even though she had received $32,000 on *Question* as reward for her knowledge in the field.

But Leonard Ross had already hit the money ceiling—$100,000—at NBC-TV on *The Big Surprise,* making him the top tv quiz king of them all—$164,000 in combined winnings.

The other *Challenge* whiz is Teddy Nadler (undefeated at this writing), a $70-a-week civil service clerk at an Army supply depot in St. Louis. Mr. Nadler takes on all comers on any category. He first showed up on the program last summer splitting a $64,000 check with the brothers Eagan, both from Hartford, Conn., in August. At this date (before March 17), Mr. Nadler has pocketed $88,000. Among his victims have been restaurant owner Toots Shor (on baseball) and a Babson Institute professor (on European history).

Robert Strom has a chance to outdo Leonard Ross, Charles Van Doren and Ted Nadler, for he is the first to be eligible to try for the ultimate $256,000 grand prize now being offered on the *Question.* With his ability to calculate, Master Strom should have no trouble keeping track of his winnings and taxes.

Twenty-One, which started on NBC-TV last Sept. 12, costs an average $30,000 to $32,000 per program to produce, has paid out $246,000 in winnings since that time, a good part of it to Mr. Van Doren as well as $49,500 to a college student, Herbert Stempel, who was high man on the show before him. The packager is Barry & Enright, made up of partners Jack Barry, m.c. on the show, and Dan Enright. It is reported that the sponsor has a per-year ceil-

THEY LEFT THEIR MARK ON TRAIL OF TV RICHES

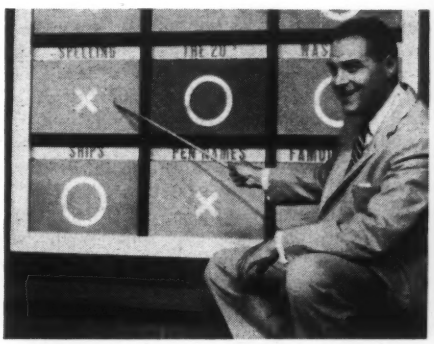
THE FIRST to win a major quiz jackpot was Marine Capt. Richard G. McCutchen who won $64,000 on *Question*. He gets his check from Revlon's Charles Revson.

THE BIGGEST of tv's quiz winners is Wall Street-authority Leonard Ross, 11-year-old contestant who outpaced his elders in reaching the rarefied $164,000 plateau. He turned the trick on two shows: $100,000 on *The Big Surprise* and $64,000 on *Challenge*. He is shown following stock fluctuations on the ticker tape.

THE BEST OFF, taxwise, are Erik and Helena Gude (second couple from the left), whose $120,400 winnings on *Do You Trust Your Wife?* will be paid at the rate of $100 a week, cutting the tax bite to a less tragic size. Effectiveness of this method will not save the show. It's slated to be dropped. Quizmaster Edgar Bergen is at right.

THE WORST OFF are represented by Randolph Churchill, son of Sir Winston, who walked away penniless from *Question*. M.C. Hal March is at right.

THE BEST KNOWN contestants probably were actors Edward G. Robinson and Vincent Price, who battled to a tie ($32,000 each) in the art category on *$64,000 Challenge*, sister show to *Question*. The man in the middle is host Ralph Story.



THE HAPPIEST m.c. around is Jack Barry, who struck it rich with *Twenty-One*. He also officiates on the daytime *Tic Tac Dough*. After being relegated mainly to kids shows for years he is, at least momentarily, one of the hottest things on tv.

THE HARDIEST is NBC-TV's *Queen For a Day*, recently converted to television, which enjoyed many years of popularity on radio. It specializes in prizes rather than money, grants the fondest wish of five new queens each week.

ing of $520,000 on what it will pay to contestants, with B&E responsible for everything above that amount. Thus, it is estimated, Mr. Van Doren's heavy take has cost B&E some out-of-pocket money. But with a current annual gross estimated at approximately $5 million, B&E (which also packages *Tic Tac Dough* and other shows including *Winky Dink* on CBS-TV) is receiving its "consolation" in a fabulous build-up of a very valuable property.

On *Twenty-One,* the contestant starts at $500 a point. Maximum point per round is 21, thus making play of the game similar to Blackjack. After a tie between the contestants, each point is worth $500 more. After the second round either contestant can stop or stay pat on his points accumulated. If one contestant makes 20 points, the other 13 points in a round, the winner gets 7 points times $500, or $3,500 for the round.

Tic Tac Dough, seen weekdays on NBC-TV, is played similarly to the familiar tick-tack-toe game. Each square on the board is a category. Winners have amassed an estimated total of $150,000 since the program went on the air last July 30.

Do You Trust Your Wife goes off the air March 26, having been on CBS-TV since January 1955. In addition to Mr. and Mrs. Gude, the high money winners include Steve and Dorothy Rowlands, who won $74,000 to be paid out $100 per week over a period of more than 14 years. Packager of this program, which features Edgar Bergen and his dummies, is Don Fedderson Productions. Total winnings from the time it appeared on the air: an estimated $455,800. Liggett & Myers is the sponsor, having taken over from the original advertiser, Frigidaire Div. of General Motors.

Also on CBS-TV are *Giant Step* and *Name That Tune* (the latter gives away up to $25,000). *Giant Step* has just been renewed for 13 more weeks by General Mills (Betty Crocker products). Entertainment Products Inc. is the packager and Bert Parks the master of ceremonies.

This show is for youngsters aged 7 through 17, has a format of eight giant steps each worth a prize and en route to the grand prize of a four-year scholarship at a college of the youngster's choice, and travel to foreign lands. Four youngsters have gone all the way since the show started last Nov. 7.

ABC-TV's only big-money show is *Treasure Hunt* with Jan Murray as m.c. and packaged by Mr. Murray's Jantone Productions. Sponsor is Mogen David Wine Corp. Two contestants vie on this program. They are asked four questions, each worth $50. The one who wins the most gets his pick from a "treasure chest" containing different items—a bag of peanuts, an airplane trip, a pound of charcoal, an automobile or $25,000 in cash. Since its inception on Sept. 7 last year, two contestants have won $25,-

ADVERTISERS & AGENCIES

MAJOR ADVERTISERS PLANNING TO HIKE BUDGETS AT LEAST 10%

- **That's gist of survey given ANA spring meeting**
- **Four-day session held last week in Hot Springs, Va.**
- **Successful radio-tv case histories explained**

MOST big advertisers plan to boost their advertising budgets this year by at least 10%, according to survey results released last week by the Assn. of National Advertisers.

The approximately 350 advertisers represented at the 48th spring meeting of the ANA last week were told that the special survey, which brought replies from 278 companies representing close to $1 billion in annual billing, showed 69% planned to increase their advertising spending in 1957; 21% expected to maintain their 1956 rates, and 10% planned to cut back somewhat in their advertising efforts.

There was no breakdown as to which media would get more and which would get less.

It was pointed out that three categories —building materials and paints, cosmetics and toiletries, and soaps, polishes and detergents—had maintained a steady upward trend in apportioning advertising as a percentage of sales in the past three years. Three other categories (industrial chemicals, liquors, and watches, cameras and optical goods) have been putting comparatively less into advertising; and drugs, footwear, gasoline and lubricants, and transportation-travel-communications have maintained an even keel.

The 14 other categories have shown "no consistent trend."

While the ANA survey did not deal with specific media, other phases of the four-day ANA meeting at Hot Springs, Va., did —including testimonials to broadcasting specifically.

Ralph C. Robertson, vice president and marketing director of Geyer Adv., traced the 1954 selection of ABC-TV's *Disneyland* as a vehicle for American Motors' Rambler in an examination of "how to get maximum results from your advertising by gearing media strategy to marketing needs."

In planning the Rambler campaign, he told the Wednesday afternoon session, agency and client were looking for "media that are hard to ignore," but "couldn't put the whole budget in television" because it was necessary also to give the names and addresses of local dealers. In short:

"We wanted a program . . . that would (1) deliver immediate buyers; (2) pre-condition the other members of the family to our kind of car if Pop could be persuaded to buy it; (3) permit us to pre-condition tomorrow's buyers without taking any money away from the primary target for this purpose; and (4) give the dealers . . . the kind of advertising support that would maintain their loyalty and enthusiasm."

Disneyland's "pay-off for ABC-TV and all sponsors," he recalled, "was far beyond our most optimistic expectations."

He continued:

"Did this media strategy work? Well, I've been around too long to give credit for sales increases to any one idea or any one medium. However, Rambler's share of industry went up 82% in 1955 over 1954, and the unit volume increased 128%.

"In 1956 Rambler increased its share again—in fact, Rambler's relative increase in share . . . was bigger than that of any American make except a couple of the low-volume luxury cars."

"The next logical question, of course, is: if *Disneyland* has done such a fine job, why aren't you renewing it for next year? Well, of course that is a long story in itself which time does not permit me to cover adequately —but it is our firm conviction that the media we use in the future must blanket the total target: all the members of the family who drive or ride in automobiles."

Mr. Robertson also raised the question of whether long identification of a particular brand with a particular medium can affect the product's "brand image." Without identifying, he observed:

"I know of one advertiser who is seriously concerned because he believes that the long-time association of his brand with a particular television vehicle has created an undesirable brand image. In fact . . . he authorized a substantial expenditure for research on this very point, and I am told that the research confirmed this advertiser's viewpoint. He is now faced with the Herculean task of changing a negative brand image to a more desirable brand image.

"Conversely, as a long-time competitor I was firmly convinced that the use of Hollywood movie stars in Lux toilet soap advertising and the use of the *Lux Radio Theatre* combined to form a brand image for Lux that made it extremely tough for Palmolive, Cashmere Bouquet, etc. . ."

3 Weeks, $2 Million

How Insurance Co. of North America Companies used television—and promoted that usage—to run up more than $2 million in sales of homeowner policies in a three-week span was detailed by Sales Promotion Manager Samuel R. Boggs 2nd.

Speaking Wednesday afternoon in the place of North America Companies Public Relations and Advertising Manager Frank G. Harrington Jr., who was detained by illness, Mr. Boggs said the firm launched a campaign last spring which combined participations in NBC-TV's *Today* show—three participations a week for five weeks—with weekly ads in 450 newspapers for four weeks.

In the fall, the company launched a new

000—a housewife from Long Island and a salesman.

Will the big money quiz continue to reap the attention of tv audience or will it stop like a rundown timepiece?

Advertisers' results are one part of the answer. Once sales reflect lagging interest the programs are bound to be dropped. Two major casualties on NBC-TV this season were *Can Do* which began on Nov. 26 and ended Dec. 31 under sponsorship of Revlon, and *Break the $250,000 Bank* which started Oct. 9 of the same year and went off last Jan. 15. The latter two programs proved that a quiz program can't just give money away and do nothing else. They must have the attributes of any successful tv program, a main factor being sustained personality interest.

Question only recently sagged in its ratings. The opposing *Kaiser Aluminum Hour* —a dramatic show on NBC-TV—tied it in the Trendex rating for Feb. 26.

THE FLOOD'S A TRICKLE

AFTER the forced abdication of quiz-game king Charles Van Doren last week, reports circulated that his three-room walk-up apartment in New York's Greenwich Village section was being inundated by free tv sets—allegedly donated by enterprising tv set manufacturers, disturbed when they heard that Mr. Van Doren didn't have a set to his name.

Contacted by B•T, he said:

"No, that's not entirely true. I haven't even gotten the RCA color set yet." (When he stepped down last Monday night, NBC and Pharmaceuticals Inc., topped the $129,000 with "living color.") Mr. Van Doren said that "as or now, I have one set, and frankly, if anyone wanted to give me another one, I'd have to turn it down. I don't have time to watch one."

Asked what kind of set he received, Mr. Van Doren hesitated momentarily (as if assessing a $1,000 question), then said, "Oh, yes, Westinghouse." Pressed for a description, he couldn't give one, but after B•T's reporter ventured "is it a 21-inch black-and-white?" Mr. Van Doren again paused (perhaps to bite his lip), then repeated, "Yes, a 21-inch black-and-white." Further details were unavailable, since Mr. Van Doren had to go back to opening more fan mail.

program, expanding both the *Today* and the newspaper lineups—and added a gimmick. Dave Garroway, conductor of *Today*, was the gimmick. He'd been host to industry leaders for public relations appearances on the program, and also had addressed the National Assn. of Insurance Agents.

Accordingly, North America Companies launched a three-week "Thank Dave Garroway" project in which each agent would mail to Mr. Garroway a "thanks" card each time the agent sold a homeowner's or tenant's policy. The project was promoted on *Today* during the three-week period and for two weeks before, and the agents were told that six winners and their wives would get a free weekend in New York.

In all, more than 10,000 cards—each representing a policy sold—were mailed to Mr. Garroway. The total, Mr. Boggs said, not only represented more than $2 million in sales, but contributed to an overall sales gain of about 37% for 1956.

Four important "dimensions" in advertising to women—impact, individuality, interest and immediacy—were singled out by Margaret Carson, copy supervisor for Foote, Cone & Belding, in the feature speech at Thursday's luncheon.

She played the Pepsodent "yellow went" radio jingle as an example of "what I mean by individuality," and showed tv commercials for Raid as displaying "high-rating interest and high-rating individuality, used dramatically to sell the product—Raid reached first place in sales the very first year it was in national distribution."

Recipes on tv, she continued, "are a sure-fire formula. In fact, a recipe that is flat on the page in print comes to life on tv. The commercials on *Kraft Theatre* are good examples."

She noted that the Kraft commercial format of showing only hands—no people—derived from necessity: Originally, the space available for production of the commercials was too small to accommodate a table, so the dishes had to be placed on the floor and only close-up shots could be used.

"The technique proved so effective it's still being used today although they have a large studio now just for production of the commercials.

"Kraft commercials are simple, straightforward service commercials—with lots of appetite appeal—and the hard sell for the product slips in so naturally it gains conviction and memorability."

In some ways, Mrs. Carson thought, "television is the best thing that ever happened to print." For example, she said, "it's forced advertising people to think in terms of pictures and action. Every word on the audio side of your storyboard has to be matched with pictures on the video side. You can have pictures without words—but if you have words without pictures, you're back to radio."

The importance of—and need for—corporate advertising, especially in today's vastly expanding economy, was to be stressed by President Charles A. Holcomb of H. B. Humphrey, Alley & Richards in a speech at the final session Saturday morning.

By creating a favorable name for itself through corporate advertising, his speech pointed out, a company may achieve many objectives: attract new stockholders and thereby help raise money for expansion. For instance; attract and hold employes in a tight labor market; contribute to "a favorable legislative climate" and make friends of "opinion leaders" and news media, and—most importantly—impress the consumer and build brand acceptance for both present and future lines of the company.

A special off-the-record preview of "Advertising to a 'New Look' America," a presentation on which J. Walter Thompson Co., Yale U. and *Fortune* magazine collaborated, also was scheduled for Saturday morning.

Entertainment highlights included the spring dinner meeting Thursday night with a show provided by CBS and featuring singer Teresa Brewer, Alan King, violinist Florian Zabach, Dancers M'Kay and Charles, the DeJohn Sisters, and Hank Sylvern and his CBS orchestra. ANA President Paul West was presented a silver tray marking his 25th year as head of the association.

HUDDLING AT THE HOMESTEAD: (l to r) Albert Frey, Dartmouth College; ANA's Paul West and J. B. McLaughlin, Kraft Foods Co. Coverage of Mr. Frey's report on methods of agency compensation is on page 32.

BROADCAST, OTHER MEDIA BENEFIT BY ANA AGENCY STUDY, FREY SAYS

BROADCASTING and other media are being brought under the microscope of the Assn. of National Advertisers' independent study of advertising agency services and compensation methods and stand to benefit from it equally with advertisers and agencies.

This was stressed last Friday by Prof. Albert W. Frey, of Dartmouth College, commissioned by ANA last fall to conduct the study on an impartial basis, in a progress report to the ANA spring meeting (also see stories, page xxx).

His final report is due at ANA's fall meeting Oct. 27-30 at Atlantic City.

Prof. Frey made clear that the final report will be no "bombshell," offer no "radical recommendations," and advance no pat "formula," or solution of the controversy that has revolved around the question of agency compensation methods for more than a year. Instead, he said:

"We shall present a report that can be, we believe, a guide for better advertising services, and that can thus make this vital, dynamic force meet more adequately the increasing and varied needs of our individual businesses and our national economy.

"We aim to help you, the advertising manager, and your corporate management either confirm the soundness of your media and agency relationships or help you to improve them.

"And this study should be as useful to agencies and media as to you."

He did not say in what way it might benefit any of the three.

Under the present generally accepted system, media grant agencies a commission —usually 15%—on billings placed with them. Most agencies and most media members have favored this system, which has been in effect since long before the advent of either radio or television. ANA officials and many advertisers individually, however, feel that the media commission system has been in effect so long, and advertising has changed so much, that the pay system should be reviewed, at least, if not changed.

Under terms of a consent decree signed in February, 1956, the American Assn. of Advertising Agencies agreed, among other things, not to insist that its members get a 15% commission from media.

This signing has sometimes been hailed as the starting point of ANA members' move for a re-evaluation of the commission system.

Prof. Frey told ANA members last Friday, however, that he felt the overall study of agency services and compensation would have been "inevitable" anyway. He cited the immense growth of advertising, its dollar importance to advertisers, its importance to the national economy.

He said he felt—even before undertaking the ANA survey—that "inefficiency and waste" may have crept into it in the past two decades and that possible "we have been so carried away with this increase in volume of advertising that we may have been too little concerned with its quality and with the 'machinery' that produces it."

Here is what he said would be in the report to ANA next fall:

"1. We are attempting to describe and analyze the function of advertising agencies in today's marketing system. Advertising's role in the economy has changed to a degree that makes most desirable a good, hard look at the responsibilities, contributions, and functions of the advertising agency under the new conditions.

"2. We are developing specific information on agency organization, policies, services and methods of compensation. Here we are examining current agency practices with the hope that this compilation of data can lead to a better integration of advertising agency service into your total marketing system.

"3. We are developing information on the structure of the advertising agency industry. We feel that only by a thorough understanding of the characteristics of the agency industry as a whole can top management together with advertising management fully appreciate the problems and functions of your individual agency. May I emphasize at this point that we are not studying agencies alone. Obviously one of the most important areas of responsibility is the management of advertising itself. And, of course, the advertising system obviously involves media too. As you will see, our study is concerned with all three.

"4. Since we are finding interesting differences in the working relationships among advertisers, agencies and media, we shall describe those that give promise of helping

NIELSEN RADIO

*Two weeks ending Jan. 26**

EVENING, ONCE-A-WEEK

(Average for all programs: 572,000)	Homes (000)
1. *People Are Funny*	1,288
2. *Dragnet*	1,240
3. *Great Gildersleeve*	1,193
4. *Gunsmoke (Sun.)*	1,049
5. *True Detective Mysteries*	859
6. *Allan Jackson News*	811
7. *Gangbusters*	763
Cavalcade of Sports	763
9. *Official Detective*	716
10. *Bob & Ray*	668

EVENING, MULTI-WEEKLY

(Average for all programs: 716,000)	
1. *Lowell Thomas*	1,526
2. *News of the World*	1,383
3. *One Man's Family*	1,288

WEEKDAY

(Average for all programs: 1,145,000)	
1. *Helen Trent*	1,908
2. *Arthur Godfrey* (Norwich-Fri.)	1,860
3. *Arthur Godfrey* (Staley)	1,765
Arthur Godfrey (Mutual Benefit)	1,765
Ma Perkins	1,765
6. *Arthur Godfrey* (Chun King)	1,717
Young Dr. Malone	1,717
8. *Our Gal Sunday* (Colgate)	1,670
Our Gal Sunday (Scott)	1,670
10. *Arthur Godfrey* (Norwich-Fri.)	1,622

DAY, SUNDAY

(Average for all programs: 429,000)	
1. *Woolworth Hour*	1,288
2. *Robert Trout News* (10 a.m.)	859
3. *Robert Trout News* (12 noon)	763

DAY, SATURDAY

(Average for all programs: 811,000)	
1. *Gunsmoke*	1,717
2. *Robert Q. Lewis* (Milner)	1,240
3. *Robert Q. Lewis* (Howe)	1,193

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Bob & Ray (MBS-500): Participating sponsors and agencies, Mon. 5-5:45 p.m.
Cavalcade of Sports (NBC-188): Gillette (Maxon), Fri. 10-10:35 p.m.
Dragnet (NBC-188): Anahist, Carter (Bates), Tues. 8-8:30 p.m.
Gangbusters (MBS-450): Participating sponsors and agencies, Wed. 8-8:30 p.m.
Arthur Godfrey (CBS-193): Chun King (JWT), 10:45 a.m. Fri. wk 1.
Arthur Godfrey (CBS-193): Mutual Benefit (Bozell & Jacobs). Tues. 10:30 a.m.
Arthur Godfrey (CBS-193): Norwich (B&B), Tues. 10:45 a.m.
Arthur Godfrey (CBS-193): Norwich (B&B), 11:15 a.m. Fri. wk. 1.
Arthur Godfrey (CBS-193): Staley (R&R), Fri. 11 a.m.
Great Gildersleeve (NBC-188): Anahist (Bates), Thurs. 8-8:30 p.m.
Gunsmoke (CBS-198): Liggett & Myers (C&W), Sun. 6:30-7 p.m.
Gunsmoke (CBS-200): Liggett & Myers (C&W), Sat. 12:30-1 p.m.
Helen Trent (2nd half) (CBS-193): Mentholatum (JWT), Mon. and Thurs. wk. 1, Th. wk. 2 12:30-45 p.m.
Allan Jackson News (CBS-186): Chevrolet (C-E), Sat. 1-1:05 p.m.
Robert Q. Lewis (CBS-198): L. Howe (D-F-S), Sat. 11:50-11:55 a.m.
Robert Q. Lewis (CBS-198): Milner (Best), Sat. 11:45-11:50 a.m.
Ma Perkins (2nd half) (CBS-191): Lipton (Y&R), Mon.-Fri. wk. 2, 1:15-1:30 p.m.
News of the World (NBC-188): Pharmacraft (JWT), Mon.-Fri. 7:30-7:45 p.m.
Official Detective (MBS-452): Participating sponsors and agencies, Thurs. 8-8:30 p.m.
One Man's Family (NBC-175): Participating sponsors and agencies, Mon. 7:45-8 p.m.
Our Gal Sunday (1st half) (CBS-188): Colgate (Bates), Mon.-Fri. wk. 1, Tues.-Fri. wk. 2, 12:45-1 p.m.
Our Gal Sunday (2nd half) (CBS-188): Scott (JWT), Wed. 12:45-1 p.m.
People Are Funny (NBC-188): Anahist (Bates), Wed. 8-8:30 p.m.
Lowell Thomas (CBS-198): United Service Div. General Motors (C-E), Mon.-Fri. 6:45-7 p.m.
Robert Trout News (CBS-154): General Motors (C-E), Sun. 12-12:05 p.m.
True Detective Mysteries (MBS-456): Participating sponsors and agencies, Mon. 8-8:30 p.m.
Woolworth Hour (CBS-209): F. W. Woolworth (Baker), Sun. 1-2 p.m.
Young Dr. Malone (1st half) (CBS-188): Scott (JWT), Thurs.-Fri. 1:30-1:45 p.m.

* IN-HOME AUDIENCE: Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 10-minute duration, homes listening 1 minute or more are included. Number of homes is based on 47.7 million, the estimated March 1, 1957, total U. S. radio homes.

Copyright 1957 A. C. Nielsen Co.

WMAR-TV would require 2 stadiums to accommodate THE WOMAN'S ANGLE viewers for one telecast

According to the December Nielsen Report, THE WOMAN'S ANGLE garners a daily audience of more than 80,000 viewers.

From the kitchens of the foremost restaurants in the East, Ann Mar has culled many tempting recipes from which she demonstrates unique and economic dishes to delight the entire family. She recently returned from a visit to Belgium and treated her loyal following to fascinating European recipes and graphic film accounts of the trip.

In addition to cooking, Ann Mar also features interviews with stage, screen and television stars, gardening and fashion experts, and guests from other fields of particular interest to homemakers.

Baltimore's Orioles and Colts draw huge crowds to Memorial Stadium, pictured above, as Ann Mar draws her large audience to purchase the products she recommends, as many successful sponsors of THE WOMAN'S ANGLE will attest.

CBS

In Maryland, most people watch **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

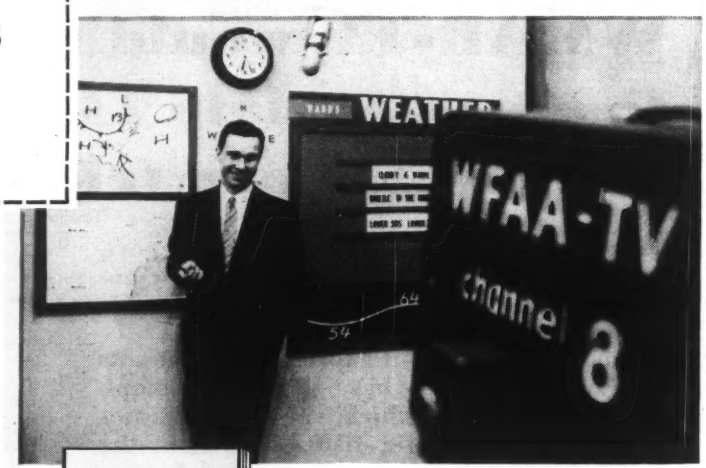
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

What better way to demonstrate the "personal touch" and "friendliness" of a bank than with a man whose very nature personifies these qualities! Such a man is Warren Culbertson — Channel 8's ace meteorologist and goodwill ambassador for the First National Bank in Dallas. As one bank official puts it . . . "Warren's daily weathercasts and informal commercials have provided a stimulus to our advertising program far surpassing our own expectations." More proof that . . .

ADVERTISERS GET

BIG-TIME RESULTS

WITH



Channel 8 — Dallas

NBC-ABC

Covering 564,080 TV Homes

The Great North Texas Market

Warren Culbertson — Winner of TV Preview 1956 "Personality Award".

This pocket-size booklet "The Way of the Weather", edited by Warren Culbertson, has been requested by nearly 25,000 persons. And the only place it is available is at the information desk of the First National Bank in Dallas.

If you are looking for big-time results . . .

Call your PETRYMAN for availabilities, market data, and complete coverage information

you and the other two groups to work together . . . without, of course, identifying the parties involved . . .

"5. I'm sure you will agree that attitudes of advertisers, agencies and media toward one another have an influence on the efficiency and productiveness of the working relationships among them. We shall, therefore, report on the attitudes of each of the three groups toward the others . . . We have not had a single interview in which the subject of agency compensation hasn't come up. We shall report to you on existing methods of compensation as we find them and on opinions of advertisers, agencies and media toward these methods. We shall report changes in current methods that are suggested."

Prof. Frey said questionnaires would be sent to media, advertiser and agency people within the "next few weeks" and that the success of the study depended upon the cooperation of all these people in responding. Thus far, he said, no individual or organization—whether media, agency or advertiser—had shown "the slightest unwillingness to assist."

Other phases of the advertiser-agency relationship figured in other sessions.

An agency guest, President Norman Strouse of J. Walter Thompson Co., voiced concern over the number of agency changes among national advertisers.

Unless agency and advertiser "work jointly to create relationships which will result in a decreasing number of agency changes among national advertising accounts," he told the Wednesday afternoon session, the objective of creating "wants" which will sustain a $550-600 billion economy five to 10 years hence may not be reached.

To perform real advertising service, he said, the agency must learn the client's business "in all its aspects"—an expensive process for each—and must become as "well-meshed with the client's organization as any integral department of the enterprise."

Accordingly, he said, both advertiser and agency should show greater determination to build solid and constructive relationships so that energies may be devoted "completely" to advertising's basic objectives "and not dissipated as they inevitably will be during the transition period of agency change."

Nine factors to use in judging whether an advertiser-agency relationship is a "marriage" or a "mirage" were spelled out Friday by Melvin S. Hattwick, advertising director of Continental Oil Co. But the one philosophy which in honest mutual practice "never fails to make a marriage succeed," he said, is: "Do unto others as you would have them do unto you."

The nine factors needed to keep a "marriage" from becoming a "mirage," he said, are compatibility, creativity, ethical conduct, trust and respect, self-assurance, respect for budgets, profit-mindedness, evaluation-consciousness, and sense of humor. These not only form a yardstick by which to select an agency but might be used just as profitably to make periodic evaluation of performance, Mr. Hattwick pointed out.

Mr. Strouse's speech dealt with "agency-advertiser relationships" as one of seven "areas of opportunity" which he acknowledged might also be called seven "problem areas." The others: creativity, personal, research, budgeting, marketing, and innovation.

He called for mutual effort by advertisers and agencies in meeting the challenges posed in these areas, most demanding of which he felt might be the personnel situation of the next 10 years.

Recalling that he told the American Assn. of Advertising Agencies convention last spring that agency personnel would have to be increased by 31,000 (to a total of 75,000) if advertising volume rises to $15 billion by 1965, he said:

"We must collaborate in making advertising better understood and more respected, therefore more attractive to young men and women of creative and selling aptitudes."

TelePrompTer Gadget Shown at ANA Meeting

SOME three hundred of the nation's leading advertisers appeared engrossed last week with a display of gadgetry staged for them by TelePrompTer Corp. at the Assn. of National Advertisers' spring meeting (see accompanying stories).

A highlight of the show was the first large-scale public demonstration of TelePrompTer's new TeleMation system—said to give promise of automation in tv program production as well as in "group communications," for which it was primarily devised [CLOSED CIRCUIT, March 11].

The TeleMation system uses small metal strips on the rolling script of the TelePrompTer machine to trigger sound effects as well as lighting and visual effects on cue —all automatically. As many as six different effects can be controlled from one TelePrompTer machine.

When the pre-fixed metal strips reach their contact points, they activate the appropriate effects, which in the ANA demonstration ranged from turning house lights on and off to running a tape machine, operating a slide projector and controlling various spotlights.

The advertiser audience, who earlier had heard TelePrompTer President Irving B. Kahn tell them that American business is losing millions of dollars each year by failing to stage company meetings properly, kept Mr. Kahn and other TelePrompTer officials on stage for questioning about details, and many followed with a personal examination of the equipment.

"Before your total company program can be truly effective with its advertising and promotion marketing, you have an internal educational and promotional job to do on your own people, your local salesmen, your distributors and your retailers," Mr. Kahn said.

In addition to the TelePrompTer, TeleMation and allied lighting and sound equipment, the demonstration included closed circuit television, the service most recently added by TelePrompTer.

Herbert W. Hobler, vice president in charge of sales, conducted the demonstration that followed Mr. Kahn's address.

ANA Shuffles Meets, Hears Budget Reports

THE weather led the Assn. of National Advertisers last week to reorganize its spring and fall meeting schedule.

Next year the fall meeting will be held in November at The Homestead, Hot Springs, Va., traditional site of the spring meeting. And the '58 spring meeting will be held in Chicago, at the Edgewater Beach Hotel. Meanwhile, this year's fall meeting will be held Oct. 27-30 in Atlantic City, at Chalfonte-Haddon Hall.

Officials said that the weather at The Homestead is more predictable in November than in March and that the resort is booked up between these times.

Choice of Atlantic City for this fall's meeting and Chicago for next Spring was dictated not only by the availability of adequate accommodations, though that is a major factor since attendance at ANA meetings now runs to more than 500 persons including wives. Another consideration: when ANA meetings are held in New York, Manhattan-based advertisers find their offices are not reluctant to pull them out of sessions whenever office "crises" arise.

Under the new schedule, the fall meeting (at The Homestead) will become the "closed" meeting, while the spring rather than the fall session will be open to agency and media guests. ANA elections will continue to be held at the fall meeting.

The changes were disclosed at the opening session of last week's spring meeting at The Homestead (see stories page 30) during a "re-enactment" by the ANA board of portions of its meeting three weeks ago in New York.

Other features of the "re-enactment" included reports by ANA President Paul West and Henry Schachte of Lever Bros., ANA treasurer, showing the association's income is currently running about $36,000 a month and for 1957 will total around $440,000, of which $332,000 has been budgeted for spending; that ANA salaries represent about 62% of the total budget, and that membership now stands at 391 full-member companies and 185 affiliate members.

Ralston H. Coffin of RCA, chairman of the board's membership committee, followed with plans for a membership drive.

ANA Chairman George E. Mosley, advertising-sales promotion vice president of Seagram-Distillers Co., wound up the opening session with the first formal address of the spring meeting, calling for a greater "qualitative" approach to advertising and for the development of advertising through which "people will feel in touch with people."

Factor Plans Spring Campaign

MAX FACTOR & CO., Los Angeles, has allocated more than $250,000 for a spring campaign for the company's Curl Control, using nighttime tv one-minute spots and newspapers in the country's top 40 markets. Faith Vent, Anderson-McConnell Adv. Agency, Los Angeles, is buyer for the account.

PRUDENTIAL SIGNS STANDBY CONTRACT

- **Special news shows involved**
- **Permits flexible scheduling**

STANDBY sponsorship of a tv news program under a 53-week network package arrangement was announced last week by Merle S. Jones, CBS-TV president, and Carrol M. Shanks, president of Prudential Insurance Co. of America. Under the standby arrangement, the advertiser will be available to sponsor documentary-type programs on short notice.

Prudential, which next season will pick up the network's *The Twentieth Century* filmed documentary series. In addition, it will sponsor, as part of the package, six special 30-minute news programs concerning topics of immediate interest and produced by CBS News under the direction of News Director John F. Day. These news programs will comprise part of the overall *Twentieth Century* scheme, calling for programs on the past, present and future.

The entire series is under the supervision of Irv Gitlin, CBS director of public affairs. Burton (Bud) Benjamin will produce the "past" segments, and Isaac Kleinerman, lately chief film editor of the rival *Project XX* series on NBC-TV, will be associate producer. CBS will send four film units "into the field" to produce the programs.

For Prudential, *Twentieth Century* will mean an increased broadcast budget of $260,000 extra.

Alternate sponsor of *You are There* until mid-1955 with electric light and power companies), Prudential currently is spending some $35,000 in production costs for the weekly program. This price applies to the *Air Power* series as well, which Prudential has been featuring in the Sunday, 6:30-7 p.m. EST time slot in lieu of *You Are There* since last fall. *Air Power* will end its 26-week cycle May 5, after which *You Are There* will return.

Prudential's current contract with CBS-TV, negotiated through Calkins & Holden, New York, ends with the Aug. 25 program. A new 53-week contract has been signed, effective Sept. 1. However, in order to allow the four *Twentieth Century* units sufficient time to complete the filmed series, Prudential will continue *You Are There* through Oct. 13, with *Twentieth Century* kicking off Oct. 20. The network still has on hand some four to five new *You Are There* episodes, filmed by TCF Productions Inc., a subsidiary of 20th Century-Fox Film Corp., which will be seen on the network before the series syndicated by CBS Television Film.

According to Peter A. Krug, C&H radio-tv director, each *Twentieth Century* show will cost "a minimum" of $40,000, thus the $260,000 budget increase can be considered a conservative estimate. Mr. Krug admitted that Prudential wasn't "terribly happy" with the 6:30-7 p.m. Sunday night time period, and the agency was still meeting with the network to discuss a time change.

According to Mr. Jones, "flexibility is the keyword . . . of the new series." He pointed out that "flexibility in programming" would permit the network to shift from a 30-minute program to a 60-minute program and back again, and that "flexibility in sales" is reflected by Prudential's sponsorship of news programs on a pre-emption basis. For John Day's news department, "flexibility" also means that CBS News can inject any one of its six assigned programs into the series "at the last moment." Prudential has already sponsored two such shows, the first, "Moscow Today," aired in 1955, and the second, "Cyprus Today," seen last season. Though it is dropping *You Are There*, Prudential will probably re-run a number of *Air Power* installments to complete its 1957-58 contract.

ABC-TV Signs Reynolds, AMC Future Undecided

REYNOLDS Metals Co., Richmond, Va., which has been an NBC-TV advertiser for over five years, having sponsored such programs as *The Kate Smith Evening Hour*, Wally Cox's *Mr. Peepers*, Worthington (Tony) Miner's *Frontier*, and this season, Screen Gems' *Circus Boy* (Sun., 7:30-8 p.m. EST), will switch to ABC-TV next season as one of four co-sponsors of *Disneyland* (Wed., 7:30-8 p.m. EST).

Reynolds, manufacturer of aluminum products, will join two other new sponsors in the series, General Foods Corp., White Plains (Young & Rubicam, New York) and General Mills, Inc., Minneapolis (Tatham-Laird Inc., Chicago). Agencies placing Reynolds will be Buchanan & Co., New York, and Clinton E. Frank Inc., Chicago.

This move by Reynolds heightened speculation concerning the future of American Motors Corp.'s auto divisions as broadcast advertisers, since Reynolds fills the gap that will be created Sept. 11 when AMC leaves the show, along with American Dairy Co. (Campbell-Mithun Inc., Minneapolis).

American Motors Corp. figured prominently in last week's financial news as financier Louis N. Wolfson (Merritt-Chapman-Scott, brokers) was reported to be the owner of the largest single block of AMC stock—some 250,000 out of 5,670,430 outstanding shares, and that Mr. Wolfson has been meeting frequently with AMC President George Romney and his fellow executives with an eye towards revitalizing American Motors.

Reports were that Mr. Wolfson, despite his pronounced enthusiasm about the small Rambler car (to date, the biggest spot and network tv user in AMC's lineup of Nash, Hudson, Hornet, Wasp and Rambler), is seeking to take AMC out of the auto manufacturing business—the one phase of its activity that has been consistently losing money. Instead, Mr. Wolfson would have AMC diversify into the home appliance field, enlarging its Kelvinator and Leonard divisions, both of which do very little, if any, radio-tv advertising. Spokesmen for Mr. Wolfson had no comment to make when asked about the future of AMC.

Ray Mauer, radio-tv vice president of Geyer Adv., New York, AMC's agency, told B•T Thursday that "so far as I know, no plans have been drawn up as yet for next season." Mr. Mauer added that while AMC had cut back its expenditures on *Disneyland* this season, it had bolstered its use of spot radio by heavy campaigns placed on NBC radio's *Monitor* weekend service. He declined to list budget figures.

NBC-TV Signs Chevy For $12 Million Series

CHEVROLET Motor Div. has signed with NBC-TV and producer Henry Jaffe Assoc. to sponsor 52 one-hour shows starring Dinah Shore and other top entertainers effective next season. The advertiser will be spending approximately $12 million in what is claimed to be the largest single program sale of television and talent to be signed this year.

The Chevrolet buy marks a top sale for Robert Kintner, executive vice president of NBC-TV.

Renewal of its *Chevy Show* contract with NBC-TV and extension of the series to a weekly Sunday night schedule was announced last week by W. E. Fish, general sales manager of the Chevrolet Div.

The Chevy Show has been following a semi-monthly format this season, varying from Friday to Sunday night.

The new contract starts in October and will run for 52 weeks in 9-10 p.m. slot, to be vacated by Goodyear Tire & Rubber Co., Akron, and Aluminum Co. of America, Pittsburgh [B•T, March 11]. Alcoa has already picked up a Monday night period and Goodyear is still deliberating on whether it will go along for the alternate week.

All the programs are expected to be broadcast in color, originating either in New York or Hollywood.

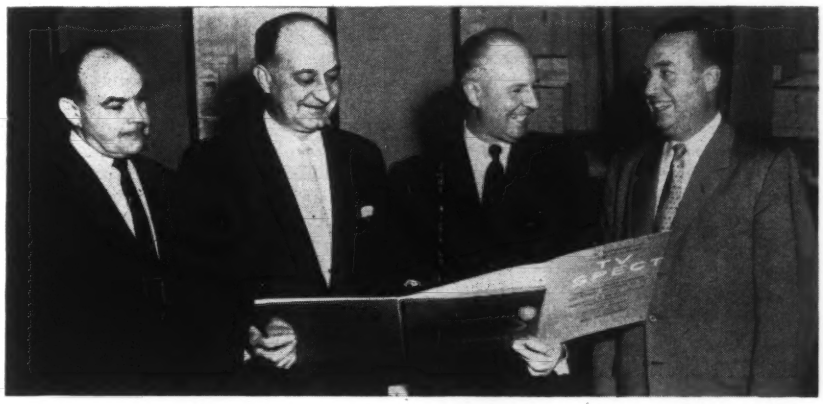
While details are still incomplete, Mr. Fish said that Miss Shore will star in a substantial number of the shows, using the same variety format "that has made the hour a high spot on the nation's tv screens."

The Sunday *Chevy Show* will be in addition to the weekly show starring Pat Boone on ABC-TV on Thursdays for Chevrolet. Campbell-Ewald Co., New York, is the agency.

MBS Signs Seven, Four New; Gross of $700,000 Expected

NEW and renewal business amounting to more than $700,000 gross has been signed with Mutual by seven clients, it was announced last week by Wendell B. Campbell, RKO Teleradio Pictures vice president in charge of MBS sales.

A renewal contract by Philip Morris Inc., New York, through N. W. Ayer & Son, New York, for *Philip Morris Country Music Show* (Fri., 9:05-9:30 p.m. EST) accounts for $157,000 for full-year sponsorship of the program, according to Mr.



NATIONAL advertising and promotion for Youngstown Kitchen's new Monterey Future Fashioned Kitchen will be spearheaded by a one-shot *Kate Smith Hour* April 28 over ABC-TV. Looking over latest plans are (l to r): Harry F. Howell, sales manager; M. L. Ondo, general sales manager, both Youngstown; E. R. Richer, vice president-account supervisor, Grey Adv. Agency Inc., and C. D. Alderman, Youngstown vice president in charge of sales.

Campbell. The other business is for 13-week cycles and amounts to $550,000 gross.

New advertisers are Charles Antell Co., Baltimore, through Paul Venze Assoc., Baltimore, for four 15-minute programs a week, starting April 1 for two weeks of testing and resuming April 29 with program selected after testing; Sleep-Eze Co., Los Angeles, through Milton Carson Co. there, for various Mutual "Multi-Message" participations; Prince Matchabelli Inc., New York, through Morse International, New York, for co-sponsorship of *Queen for a Day* (Mon.-Fri., 11:30-12 noon EST) and P. Lorillard Co., New York, through Young & Rubicam, New York, for "Multi-Message" participations. Renewals also came from Carter Products Inc. and American Molasses Co. for newscasts of Gabriel Heatter.

ABC Signs Reynolds, Norwich To Plus-$1 Million Contract

AT a cost of more than $1 million, R. J. Reynolds Tobacco Co. and the Norwich Pharmacal Co. have signed to sponsor 38 ABC Radio newscasts each week.

Reynolds, for Camel cigarettes, will sponsor four Monday-Friday *ABC Late News* broadcasts and Reynolds and Norwich, the latter on behalf of Pepto-Bismol, will cosponsor *ABC Weekend News* broadcasts on Saturdays and Sundays. William Esty Co. is agency for Reynolds, and Benton & Bowles for Norwich.

Lago Forms Tampa Agency

PAUL A. LAGO, formerly president of Lago-Whitehead Advertising Agency, Wichita, Kan., has formed a new agency in Tampa, Fla.—Paul A. Lago Co., at Wallace S. Building—offering research, merchandising, media, public relations and printed material services to clients. Telephone number is 2-0315.

Food, Grocery Items Called Top Spot Users

FOOD and grocery products continued to lead the list of national advertisers using spot radio during the fourth quarter of 1956, according to a report released today by Lawrence Webb, managing director of Station Representatives Assn. Inc.

Food and grocery products accounted for 17.1% of total estimated sales of $46,442,000 for the fourth quarter. Tobacco products and supplies dropped to 9% from almost 15% in the third quarter, while television, radio, phonographs and musical instruments, which did not warrant a third quarter listing, accounted for almost 7% of total fourth period sales.

The report is based on an estimated percentage breakdown by product category of the total dollars spent in national spot radio advertising during October, November and December 1956.

'Tv Most Intrusive Media,' Says FC&B's E. J. Gerhold

IN ADDRESSING the Magazine Publishers Assn., Wednesday in New York, Paul E. J. Gerhold, vice president in charge of research and media, Foote, Cone & Belding, New York, pointed out "that of all major media, television would seem to be the most intrusive. The medium has an obvious ability to command attention and to register impressions with even unreceptive people. Defenses against the medium almost demand physical activity, turning off the set, changing the channel, or leaving the room, for one reason or another."

"For magazines, on the other hand, the attention paid to the advertising is entirely a matter of personal control. Here the interest in the advertising must be high if any substantial registration is to be achieved," he said.

Pepsodent Ad Typical Of Ad Goal—Belding

"THE END POINT of selling is to change a mind," Don Belding, recently retired chairman of the executive committee, Foote Cone & Belding, told the Social Science for Industry Conference held Wednesday in Los Angeles under the sponsorship of Stanford Research Institute.

"This may mean changing an idea previously held to a new and opposite idea: from one product to another competing product. It may be an entirely new product which the person had either never heard of before or had only casually noticed. To change the mind of an individual for whatever reason requires a decision, in effect, a double decision: a favorable decision and an unfavorable decision," he said, emphasizing that while there are a number of guideposts in selling which should be followed, "creativity remains as the most powerful influence."

As an example, Mr. Belding cited the radio line: "You'll wonder where the yellow went, when you brush your teeth with Pepsodent," and told the story behind it:

"A newspaper campaign for Pepsodent was under consideration. Copy people in our New York office submitted all the ideas they could think of. One of these came from a girl copywriter, really at the bottom of the totem pole as far as salary is concerned. She had in mind showing yellow teeth, and then white teeth—the before and after technique, which is often very successful."

Kellogg, Lansdale Agencies Merge to Form One Operation

MERGER of two Los Angeles agencies—Edward S. Kellogg Co. and The Lansdale Co.—with a combined annual billing that totals close to $2 million, has been announced by agency heads Edward Kellogg and Phil Lansdale. The merger was effective March 1, with the combined agency carrying the Kellogg name, and Mr. Kellogg serving as president.

Wally Seidler retains his post as radio-tv director of Kellogg, with Alan Berger, who held that position with the Lansdale company, joining the enlarged radio-tv department of the combined agency.

The Lansdale staff has joined the Kellogg office at 685 South Carondelet, Los Angeles.

Firestone Renews With ABC-TV

FIRESTONE Tire & Rubber Co., Akron, has renewed *The Voice of Firestone* on ABC-TV for the 1957-58 season, it was announced last week by Slocum Chapin, vice president in charge of sales for ABC-TV. Firestone did not renew on ABC Radio. The show has been simulcast since Sept. 5, 1949, and has been on the air for 28 years. The renewal on ABC-TV, placed through Sweeney & James Co., Cleveland, calls for a change in format and a new time period (Monday 9-9:30 p.m. EST) starting Sept. 5.

Kent Is First Signer For CBS 'Impact' Plan

A NEW plan for concentrated weekend selling, dubbed "Impact" and an initial sale of $1 million gross to Kent cigarettes were announced by CBS Radio last week.

The plan permits advertisers to sponsor five-minute segments within 22 established programs over the weekend at costs ranging from $1,000 a program down to $800. The low rate is for advertisers sponsoring 16 or more segments a week on a 52-week consecutive basis.

Beginning today (Monday) Kent, under the new plan, will sponsor 16 five-minute segments a week in ten week-night and week-end programs. Young & Rubicam is the agency.

John Karol, vice president, CBS sales, said that by sponsoring the complete package an advertiser reaches over eight million different families in a single weekend, an average of more than three times a family. He said "Impact" differs from other network plans by offering segments of established programs at fixed times and that it is not competitive with spot advertising.

Florida Citrus Commission Renames Benton & Bowles

WITH a hefty boost in billing almost a certainty for next season, the Florida Citrus Commission, Lakeland, has given Benton & Bowles Inc. a unanimous vote of confidence and told the New York advertising agency that no other firms will be given an opportunity to make presentations soliciting the account this spring.

B&B is winding up its second year on the $3 million-plus account.

The Citrus Commission is a state agency, which operates on tax money raised through a levy on citrus fruits, and all competition for the account is always classified as public business.

The Commission and Florida Citrus Mutual, powerful growers cooperative, are combining forces to get a raise in the state orange advertising tax from three cents a box to five cents, beginning with the 1957-58 season. The legislature, which meets in April, is expected to go along with the joint recommendation, expected to add as much as $1,250,000 to the billing. Total consumer advertising expenditures the past two or three years—on oranges, grapefruit and tangerines—have ranged from 3 to 3.5 million dollars annually.

Edsel Div. of Ford Motor Plans Radio-Tv Ad Budget

PLANS for spot radio and tv and a series of "special events" network tv programs are expected to be finalized by Edsel Div. of Ford Motor Co. April 1 in connection with introduction of its new medium-priced automobile line this fall.

Present recommendations call for a substantial spot radio schedule, spot tv, and half-a-dozen one-time network properties, probably starting this summer on a once-a-month basis. Edsel advertising budget, according to authoritative estimates, will be between $10 million and $15 million, with broadcast media deriving a substantial share.

First inkling of Edsel advertising strategy will be given by Eldon E. Fox, advertising manager of Edsel, at a Chicago Direct Mail Day luncheon April 6. Edsel agency is Foote, Cone & Belding. The Ford division now is in the process of completing arrangements for dealer franchises, and the agency is setting personnel alignment in its Detroit office to service the account.

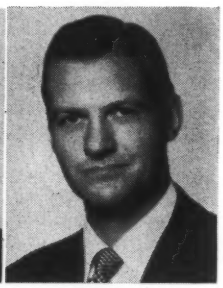
LaGrave, Reynolds Join Truppe; Des Moines Agency Changes Name

WITH the addition of Edward LaGrave Jr. and Carter L. Reynolds to R. J. Truppe Advertising Agency of Des Moines, the firm becomes known as Truppe, LaGrave & Reynolds Adv. Agency. It also has moved to larger quarters in the Insurance Exchange Bldg.

MR. TRUPPE

Mr. LaGrave comes to the agency from Lessing Adv. Co., where he had been radio-tv director and account executive since 1949. At one time he was announcer for KUSD Vermillion, S. D., and KTRI Sioux City, Iowa. Mr. Reynolds had been with KRNT-AM-TV Des Moines for 16 years as announcer, continuity director and account executive. Mr. truppe has operated his own agency since 1955.

MR. REYNOLDS



MR. LaGRAVE

The firm services 30 clients in Iowa, Illinois, South Dakota and Minnesota.

Lincoln-Mercury Changes Mind, Sullivan to be on 'Emmy' Show

ED Sullivan, who was refused permission by his sponsor, Lincoln-Mercury, to appear on the Feb. 16 telecast of the "Emmy" nominations on NBC-TV because of sponsor-conflict, successfully persuaded the automaker to let him open the "Emmy" award show scheduled this past Saturday night.

Both nomination and award programs were sponsored by Oldsmobile Div. of General Motors Corp. and RCA-Whirlpool on *The Saturday Color Carnival.*

In detailing B•T this "two-prong conflict," i.e. rival network and rival sponsor, Mr. Sullivan said that Lincoln-Mercury's initial action "caused a chain reaction out in Detroit, whereby all the car manufacturers and their divisions would not let their entertainers appear on the 'Emmy' show," He cited as examples Jack Benny (sponsored by Chrysler Corp. on CBS-TV's *Shower of Stars*), Garry Moore (Chevrolet Div. of GM is a participating sponsor of his daytime, across-the-board CBS-TV show), and Pat Boone (who won't appear 'til next fall on ABC-TV for Chevy).

"I explained to Detroit that as president of the New York chapter of the Academy of Television Arts & Sciences, it'd be embarrassing to me not to be able to appear," Mr. Sullivan noted. "I also told them that inasmuch as the first half of the show won't be sponsored by Olds, the conflict in sponsors would not occur. Furthermore, I reminded them that my name and Lincoln-Mercury's have been linked for so long that they are practically synonymous." The request was made two weeks ago and approval came March 7. As things stood before showtime, Mr. Sullivan was to open the program, introduce guests and nominees but would go off camera by the time the Oldsmobile part of the program was ready to go on. "However," added a personal spokesman for Mr. Sullivan, "Ed would have to come back on should he win an award."

Frederick E. Baker & Assoc. Buys Stock in Calkins & Holden

FREDERICK E. BAKER & Assoc., Seattle, and Calkins & Holden, New York, which since last August have worked hand-in-hand on the Boeing Airplane Co. account, last week tightened their relationship when the Baker agency purchased a minority stock interest in C&H.

The announcement was made jointly by Mr. Baker and J. Sherwood Smith, agency principals. Mr. Baker, senior partner in his own firm, will become a director of Calkins & Holden. Mr. Smith declined to say how much of an interest was purchased in his agency, but was quite clear in his pronouncement that "the Baker firm does not become a Calkins & Holden subsidiary." The move, according to Mr. Baker, will allow his company "to maintain (its) independence as a regional agency, serving many local and regional accounts (*e.g.* Alaska Steamship Co., Puget Sound Power & Light, West Coast Telephone Co., Wason Bros. coffee, etc.) in our own right" while being provided with the "creative strength" and name of a national agency. Baker bills some $2.5 million annually.

Cromwell Oil Extends Spots

CROMWELL Oil Co., Beverly Hills, Calif., is expanding its spot radio-tv campaign for its oil additive which began last December and now covers San Diego, Los Angeles, Sacramento, Salinas and San Francisco, all California, and is starting in Phoenix and Boise, with Bakersfield, Calif., Seattle, Wash., and Portland, Ore. to be added shortly. Anderson-McConnell Adv. Agency, Los Angeles, handles the account. Edith Crams, media director, is in charge of time-buying for Cromwell.

gentlemen
prefer
sports
in
Milwaukee

It used to be blondes, but WEMP has changed all that! The male population hereabouts is devoted to the Milwaukee Braves, the Green Bay Packers and the University of Wisconsin. They get play-by-play sports year round on WEMP with the Voice of the Braves, Earl Gillespie, at the microphone. That means you stand a good chance of reaching most of Milwaukee's breadwinners with your message on WEMP . . . and at an unusually low cost per thousand.

WEMP

5000 watt power at 1250 k.c.

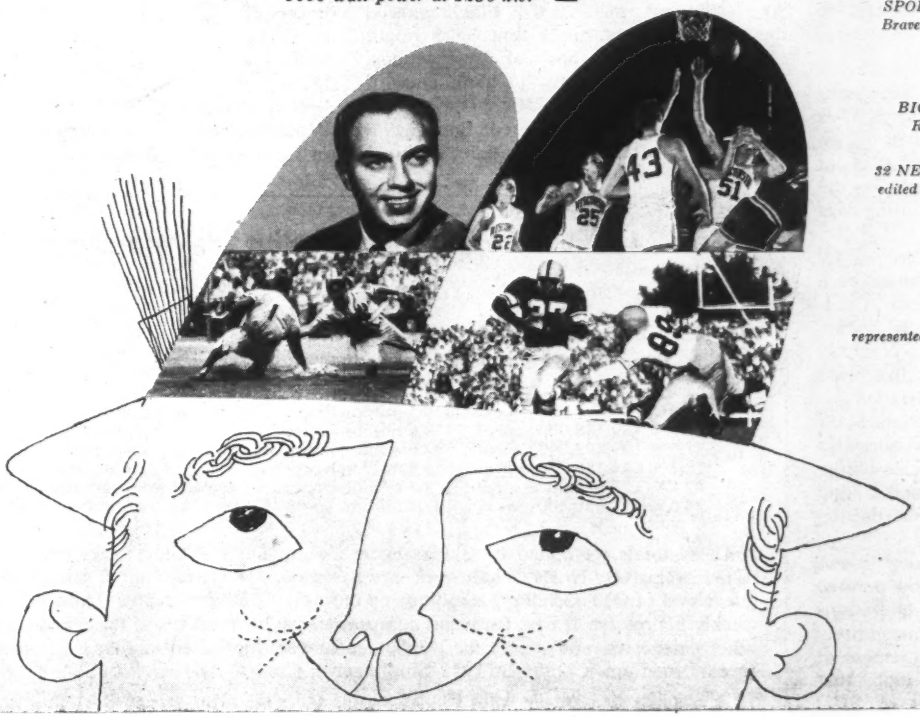
KEY ENTERTAINMENT STATION

SPORTS: Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; Green Bay Packer Football; special sports events, 11 sportscasts daily.

BIG 7 RADIO PERSONALITIES: Records round the clock . . . 24 hours a day, seven days a week . . .

32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Dept. radio, regular daily telephone contacts.

represented wherever you live by Headley-Reed



photography Niles Lauritzer

PLEA MADE FOR SIMPLE RATE CARD

IT takes more than columns of figures to make a station's rate card of working benefit to the timebuyer. To make the rate card a useful tool, it should be as simple as possible and reflect the confidence of the station in issuing it. These, in general, were the points brought out during last week's Radio & Television Executives Society time buying and selling seminar in New York, by Ann Janowicz, timebuyer, Ogilvy, Benson & Mather, New York, and Ben Margolis, business manager of CBS-TV spot sales.

Miss Janowicz, in discussing "new trends in rate cards," noted that not all stations publish their rates, that by the time a buyer has gone to the trouble of calling for "rates on request," he often will "find that what might have been a potential broadcast budget (has) dwindled to a lukewarm interest in information after the fact." She felt that this lack of published information was not only hard on the timebuyer, but also unfair

ANN JANOWICZ, broadcast buyer, Ogilvy, Benson & Mather, who also addressed RTES luncheon, listens to Ben Margolis, business manager CBS-TV Spot Sales.

to the client and, in turn, disadvantageous to the station. The published rate card, Miss Janowicz said, "is the one control which enables a buyer to negotiate for a client without the bias of favoritism which was the operating rule when rate card cutting was notorious."

Some of the cards received "are so involved and complex one must almost be a Philadelphia lawyer to interpret them." Complications, Miss Janowicz told the group, lead to "conflicting interpretations." Not only must the timebuyer wade through this maze of facts and figures as well as detailed explanations of how the various discount plans work, but station management should also bear in mind that "in most agencies billing is handled by estimators . . . and billing clerks who are not capable of interpreting all of the details involved.

Amplification to Miss Janowicz' views was offered by Mr. Margolis, who pointed up that in many cases, actual quotations listed in rate cards may take on an entirely different meaning when "the management of station A—may well have a philosophy that they would rather sell one unit at $100 whereas the management of station B is of the firm belief that they would rather sell two spots at $50 with the same return."

But more important, he said, what actually happens at the station after the rate card is issued? Is the card followed to a "T"? Are breaks issued on time? Commented Mr. Margolis: "The rate card can well be compared to the printed timetable of a railroad or airline. If the record of the carrier shows deviations from the timetable with lateness, unscheduled stops, etc., it is obvious that the passengers lose confidence and it becomes a target which commuters and passengers jest or sneer about . . . we could readily place the timebuyer in the role of a commuter on a railroad or plane that does not enjoy a good record. . . ."

Flack Reminds Execs Of (1) Basics, (2) Bars

ONE of the nation's foremost exponents of salesmanship, Gene Flack, advertising and sales counsel for Sunshine Biscuits Inc., Long Island City, N. Y., last Wednesday told broadcasters how best to pep up sales.

His advice to broadcasters: Forget about inconsequential facts in your presentations. And to set manufacturers: Sell color tv sets through your neighborhood tavern.

Speaking at the monthly luncheon meeting of the Radio & Television Executives Society at the Hotel Roosevelt in New York, Mr. Flack indicated at the outset that "I won't tell you how to run your business—let the government do that." He acknowledged radio and television's "elasticity and flexibility," and indicated that one-third of Sunshine's total ad budget of $5 million goes to broadcast media.

But while praising radio and television as "the sellingest" media, Mr. Flack warned the executives that many time sales might easily be lost on the basis of presentations. "We are handicapped by an abundance of inconsequential facts. . . . There is too much research . . . too many predictions. . . . And there's a terrific temptation to throw out facts for the sake of facts. Too many prospects are drugged with diagrams, grogged by graphs and smothered by statistics. . . The basic fundamental of selling is to sell one thing at a time," he noted.

Mr. Flack wondered, too, why set manufacturers haven't taken advantage of their experience in moving black-and-white sets. "Back in the late forties," he said, "it was the tavern, the bar, the cocktail lounge that sold television. In fact, they far outsold the department and appliance stores. Why don't we see color sets in hotel lobbies or bar rooms today?"

Longman Joins JWT April 1; Johnson, Reed Get Promotions

DR. Donald R. Longman is joining J. Walter Thompson Co. as director of research in the New York office April 1 after 23 years of research and general marketing experience in industry, business, government and education. He has been serving as manager of marketing operations of Atlantic Refining Co., an active broadcast advertiser.

The agency also announced that Arno H. Johnson, vice president and director of research, has been named vice president and senior economist while Dr. Virgil D. Reed, vice president and economist, becomes vice president and associate director of research.

Agency Network's Convention Opens Wednesday in Palo Alto

LET's Do It Better in '57" is the theme of the 25th anniversary convention of the Continental Advertising Agency Network, to be held Wednesday-Saturday in Palo Alto, Calif. John F. Arndt, of Arndt, Preston, Chapin, Lamb and Keen, Philadelphia, retiring as chairman of the network after 25 years of service, will be honored at the banquet on Friday. After management sessions on Wednesday, the convention agenda centers on four panel discussions: "Improving the Agency Product in '57", with Alvin Long of the host agency, Long Adv., as moderator; "Let's Do A Better Job of Selling and

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,378,000 people in the U. S. over 12 years of age during the week March 3-9. This is how they spent their time:*

69.9% (85,542,000) spent	1,829.5 million hours	WATCHING TELEVISION
56.7% (69,388,000) spent	979.6 million hours	LISTENING TO RADIO
81.3% (99,493,000) spent	394.6 million hours	READING NEWSPAPERS
28.1% (34,388,000) spent	156.5 million hours	READING MAGAZINES
22.9% (28,025,000) spent	268.1 million hours	WATCHING MOVIES ON TV
24.5% (29,930,000) spent	127.2 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

*** All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.**

The best things in life are . . . W-H-A-A-T?!?

If your product is sunshine and blue skies, you've got it made. But if you sell down-to-earth things like shiny new cars or good things to eat you know how important it is to reach the people with the most buying power.

There's a goodly amount of buying power in Metropolitan Detroit, and WJR is the radio station that can help you reach it. You see, 81% of the purchasing power is controlled by folks 30 years and over. In an average day WJR reaches more listeners in this select group *than the next six Detroit stations combined!*

These figures are through the courtesy of the Bureau of the Census—and the result of a survey made by Alfred Politz Research, Inc. They show just who has the buying power, and how completely WJR reaches them.

If you have something to sell in the Detroit-Great Lakes area, get in touch with the Henry I. Christal office nearest you.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts *CBS Radio Network*

WJR's primary coverage area —over 17,000,000 people

Using CAAN in '57" with Milton Foland of Pacific National Adv. Agency, Portland, Ore., as moderator; "Agency Sales Presentation," with Enno D. Winius of Winius-Brandon Co., St. Louis, as moderator, and "Building Better Budgets for '57," with Andy Carpenter of Dan B. Miner Co., Los Angeles, as moderator. The 15 agency members—who provide their clients with on-the-spot service in 23 market areas through their network membership—have total billings of over $42 million, CAAN reported.

NETWORK RENEWALS

Pennzoil Co., of Calif., L. A., renews Bob Greene's newscasts, Mon.-Fri., 4:55-5 p.m., on 68 stations of Don Lee, Arizona and Intermountain networks, through Killingworth & Assoc., same city.

AGENCY APPOINTMENTS

American Pop Corn Co. (Jolly Time popcorn), Sioux City, Iowa, appoints Allen & Reynolds, Omaha.

Lipton Ltd. of London, division of United Kingdom Lipton Organization, appoints Johannesburg office of Grant Adv. Inc., to handle tea account.

Cadbury-Fry Ltd. (chocolates), London, appoints Charles W. Hoyt & Co., N. Y., as its agency for American division of company.

Standard Television Leasing Inc., appoints Aaron D. Cushman Assoc., Chicago.

Continental Coffee Co. Thomas J. Webb (coffee), Chicago, appoints Rutledge & Lilienfeld, same city, effective April 1.

Mitchum Div., Golden Peacock Inc. (Hormonex Beauty Serum, Integrated Therapy), Paris, Tenn., appoints Grant, Schwenck & Baker Inc., Chicago.

Capri Records, L. A., appoints Ad-Research Adv., same city.

SPOT NEW BUSINESS

Gulf Oil Co. (Gulf Trac insecticide), Pittsburgh, planning radio spot schedule for three weeks to start April 8. Agency: Young & Rubicam, N. Y.

Procter & Gamble, Cincinnati, preparing television spot campaign for its Gleem toothpaste at end of March in about 20-25 markets. Contracts are 'til forbid and will be placed through Compton Adv., N. Y.

General Foods (for its Kool-Shake products) plans to use alternate week of *Annie Oakley* in 90 markets. Agency: Foote, Cone & Belding, Chicago. Sponsorship by General Foods to last through summer season.

A&A SHORTS

Robert A. Platt Agency, Chicago, announces change of name to **Platt & Tauber Adv. Inc.,** with addition of **Ronald J. Tauber,** sales manager of Lake Park Motors, as secretary-treasurer.

Van Auken, Rahland & Stevens Inc., Chicago, announces merger with **Hanson & Hanson,** same city.

COLORCASTING®

The Next 10 Days Of Network Color Shows (All times EST)

CBS-TV

March 19 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also March 26).

March 20 (9-10 p.m.) *Hemo the Magnificent,* The Bell Telephone System through N. W. Ayer & Son.

March 22 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors and agencies.

NBC-TV

March 18-22 (1:30-2:30 p.m.) *Club 60,* co-op sponsors and agencies (also March 25-29).

March 18-22 (3-4 p.m.) *NBC Matinee Theatre,* participating sponsors and agencies (also March 25-29).

March 18 (8-8:30 p.m.) *Adventures of Sir Lancelot,* Whitehall Pharmacal through Ted Bates and Co. and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles (also March 25).

March 19 (10:30-11 p.m.) *Hold That Note,* Lanolin Plus through Russel M. Seeds (also March 26).

March 20 (7:30-7:45 p.m.) *Xavier Cugat Show,* sustaining (also March 22, 27).

March 20 (8:30 p.m.) *Masquerade Party,* Associated Products Inc. through Grey Adv. (also March 27).

March 20 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson Co. (also March 27).

March 21 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

March 22 (9-10 p.m.) *The Chevy Show,* Chevrolet Division of General Motors Corp. through D. P. Brother.

March 22 (10:45-11 p.m.) *Red Barber's Corner,* State Farm Insurance Co. through Needham, Louis and Brorby.

March 23 (8-9 p.m.) *Perry Como Show,* participating sponsors and agencies.

March 24 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

A&A PEOPLE

Roy Danish, planning-development staff of McCann-Erickson, N. Y., appointed vice president of agency's Marschalk & Pratt division.

George B. Bogart, account supervisor and second-in-command of Chicago office, Calkins & Holden Inc., N. Y., named vice president in charge of Chicago office. He succeeds **Philip M. White,** resigned.

Jim Cox, Broadcast Music Inc., both in Hollywood and N. Y. offices, to Alexander-Bailey Adv., Long Beach, Calif., as vice president.

MR. COX

T. C. Thompson, marketing director of Reddi-Wip Inc., L. A., to vice president of sales and administration.

Arthur White, account executive with N. W. Ayer & Son, N. Y., replaces Mr. Thompson as marketing director; **Bernard Alchon,** sales manager of Py-O-MY (cake mixes), Chicago, becomes merchandising director of Reddi-Wip in Chicago, and **Robert Dennis,** account executive with Dan B. Miner Co., joins Reddi-Wip as western regional sales manager.

Saul Korshak rejoins Kuttner & Kuttner Inc., N. Y., as vice president after serving in home and shopping center construction field past year.

Joseph Klinge promoted from assistant advertising manager to advertising manager of Jewel Tea Co., succeeding **H. R. Rasmussen,** who becomes merchandising chief.

Jerome Agel, handled publicity for U. S. Steel Curtain Wall at BBDO, N. Y., and **John Lynch,** consumer group for U. S. Steel account, both named account executives in agency's public relations department.

Louis Sidran, account executive-copy writer at Western Adv. Agency, Racine, Wis., to Erwin, Wasey & Co., Chicago, in similar capacity.

Mrs. Bernice G. Preisser, copy writer, Ketchum, MacLeod & Grove, Pittsburgh, named account executive.

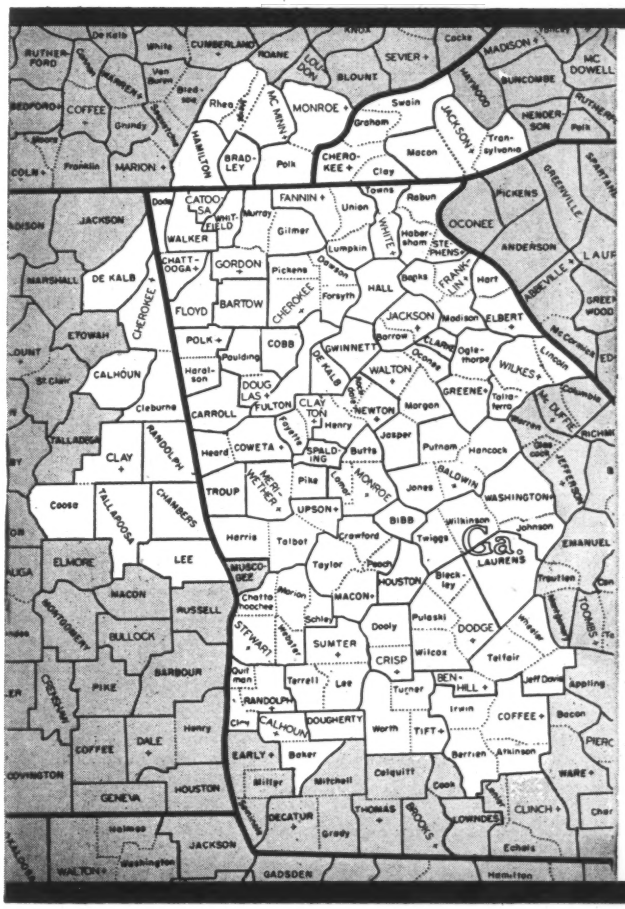
John Edward Prentice, 15-year advertising veteran, to Larrabee Assoc., Wash., as account executive and director in charge of Larrabee's new electronics-industrial division. **Bette Doyle,** formerly radio director-copy chief, Cohen & Miller Adv., joins Larrabee as director of printed media.

Lucien Feldon, Republic Pictures International Corp., general manager in charge of sales advertising-public relations for British West Indies, to Robert Otto & Co., N. Y., as account executive.

Morton J. Chalek, formerly with Coordinated Adv., N. Y., to Joseph Katz Co., same city, as account executive.

According to the Nielsen Coverage Service Number 2

WSB-TV the dominant Georgia station



The map shows WSB-TV effective coverage area as determined by Nielsen (March-May, 1956). 136 counties with 536,690 viewer families are covered by WSB-TV. No other Atlanta television station covers as many counties; no other is viewed by as many families.

In the 50% or better penetration areas:

WSB-TV covers 100 counties
25% more than Station B
72% more than Station C

WSB-TV viewed by 419,810 families
7% more than Station B
24% more than Station C

RETAIL SALES*—In the 50% or better penetration areas, counties covered by WSB-TV have retail sales of $2,209,524,000. This is $135,277,000 more than Station B, and $456,271,000 more than Station C. For complete details of the Georgia NCS study contact your Petry man. Get more for your money in Georgia. Get on WSB-TV.

**SRDS Consumer Markets*

"White Columns" is the home of WSB Radio and WSB-TV

WSB-TV
ATLANTA

H. Milton Gurwitz, sales promotion-merchandising director of Jacob Ruppert Brewery (Ruppert, Knickerbocker and Ruppiner beers), N. Y., to Emil Mogul Co., same city, as supervisor of Manischewitz Wine Co. account.

Utdederick J. Dixon, Fuller & Smith & Ross, N. Y., to William Esty Co., same city, as assistant account executive.

Sterling Mitchell, account supervisor at Critchfield & Co., Chicago, to Henri, Hurst & McDonald Inc., same city, in executive capacity.

William A. Rockett, in advertising for past 12 years, to Charles F. Hutchinson Adv., Boston, executive staff.

Morrie F. Lynch, product sales manager of corn goods for Quaker Oats Co., Chicago, appointed eastern division sales manager of company, with headquarters in N. Y.

Joseph W. Walsh, secretary, Kenyon & Eckhardt marketing and creative plans board, named premium and contest manager. He succeeds **Nathan K. Steen,** appointed merchandising executive.

David L. Hurwood, Young & Rubicam, N. Y., market research and testing of tv programs and commercials, to Anderson & Cairns, same city, as marketing-advertising research director.

Frederick R. Hansen, media buyer at Russel M. Seeds Co., to Aubrey, Finlay, Marley & Hodgson Inc., Chicago, as media-research director.

Sue James, media director of Harry G. Willis & Assoc., Glendale, Calif., to The Edwards Agency, L. A., as director of media and research.

SIGNING a contract held by Bob Murray of the Branham Co. for buying participation schedule on MGM features over KMGM-TV Minneapolis is Jim Ducey, Cunningham & Walsh Inc. timebuyer on the J. A. Folger & Co. coffee account. Between them is Marilyn Johnson, chosen Miss KMGM-TV in a recent contest held in connection with the station's premiere of the Metro features. Miss Johnson won a trip to New York and an MGM talent test over a group of more than 100 entrants in the Minneapolis station's beauty contest.

END OF HARD SELL ERA FORECAST

THE days of the loud and repetitive hard sell are numbered. So reports Horace Schwerin, president of Schwerin Research Corp., refuting the theory of the late George Washington Hill (American Tobacco Co.) that good advertising is based on irritation—repetition until the public is so irritated, it'll buy a product because it can't forget it.

Not so, says Mr. Schwerin, who points out that a test of over 6,000 tv commercials has indicated that the best way to alienate consumers is to hit them with a barrage of "loud and repetitive hard selling," the type of commercial that "critics view with the greatest alarm."

Mr. Schwerin, speaking Feb. 23 before the Canadian Institute of Public Affairs in Toronto, said that on the other hand "the relaxed sell" fails a good part of the time by insulting "the viewer's intelligence by cute entertainment rather than by presenting the product story—the sort of commerical that critics seem to be most kindly disposed toward."

In essence, Mr. Schwerin reiterated the point taken by his vice president, Don McCollum, who last year told Radio Television Executives Society members that far too often, the men behind the soft sell sacrificed salesmanship for art's sake [B•T, June 4, 1956].

The only way people will be attracted to the product, Mr. Schwerin noted, is by the existence of an "active or latent desire for the product . . . or a dissatisfaction with the brand they are using." The challenge facing agencies and tv film commercial production firms today, Mr. Schwerin declared, is that of creating this product desire.

This may be done through what Schwerin Research calls the "mood commercial"—one that implies happiness with the product through such moods as romance, confidence and individuality. "The mood commercial," Mr. Schwerin went on, "by definition eschews so-called 'hard-sell' and leans toward more entertainment value or better aesthetic quality." What is now needed, the researcher declared, is more subtlety in commercialism. Color, too, will help immensely. Pointing out that his organization over the past two years has conducted extensive testing in the area of color tv commercials, Mr. Schwerin told Institute members that so far, the average color commercial has been about one-and-a-half times as effective as its black-and-white counterparts.

Walter H. Wright, merchandising-marketing executive, William Esty Co., N. Y., to Lennen & Newell, same city, as associate director of merchandising.

Ray R. Serenbetz, assistant controller, General Foods, international division, to Vick Chemical Co., N. Y., as assistant to president of international division.

Calvin Holmes, copy writer at Calkins & Holden, Chicago, to Erwin, Wasey & Co., same city, as senior copy writer.

Gerry Mulderrig, Dancer-Fitzgerald-Sample, N. Y., to Venard, Rintoul & McConnell Inc., as member of sales force.

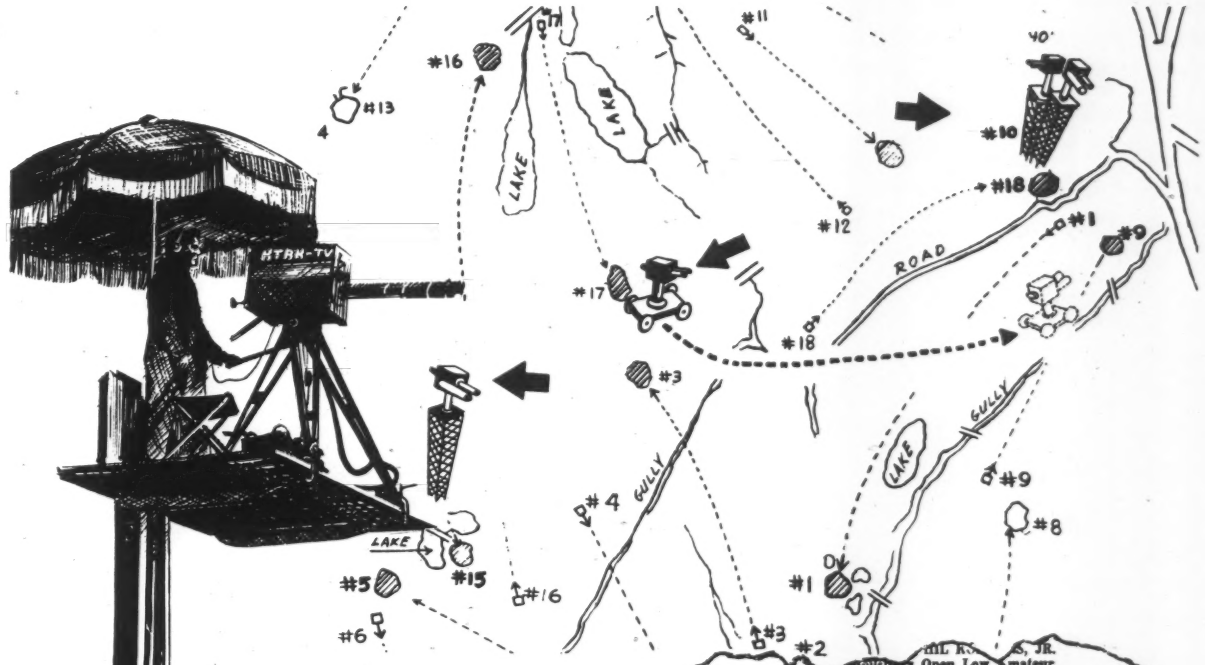
Rollin Smith, NBC producer-director, and **Jack Ringstad,** arranger-choreographer for *Wayne King Show,* join tv-radio department of Ted Bates & Co., N. Y.

Bill Mathews, merchandising department, Young & Rubicam, N. Y., to research staff, radio promotion department, Edward Petry & Co., same city.

William H. Zippler appointed service manager and **Charles M. Dering** joins marketing department at Leo Burnett Co., Chicago.

Thomas J. Murphy, creative supervisor at Ruthrauff & Ryan, Chicago, to planning and creative staff of MacFarland, Aveyard & Co., same city.

SIGNING a year's contract with KPHO-TV Phoenix, Ariz., to present daily announcements on the television station are executives of the Arizona Lath & Plaster Institute, Phoenix, a joint union-management organization. L to r: Robert Widmark, KPHO-TV account executive; William F. Mitten, executive secretary and public relations director for the union-management organization, and Howard Stalnaker, assistant general manager of the station.



GREATEST TELEVISION COVERAGE IN THE WORLD!

TV GOLF COVERAGE IS CALLED BEST EVER

"The greatest television coverage in the world." That's what Bob Toski, Chicago, said Monday as he made his first appearance at the Houston Open golf tournament at Memorial Park.

TOSKI

Toski, 1955 of the world's championship tournament at Chicago's Tam O'Shanter, was scheduled to play in the Houston Open but a severe attack of virus kept him in bed at his Shamrock Hilton Hotel.

"I watchel Thursday's, Friday's and part of Sunday's rounds on TV and let me tell you that Channel 13 did a tremendous job on coverage of the tournament. I've never seen anything like it, and that includes the National Open," Toski said.

The little links wizard showed up at Memorial Park for the last nine holes and said he hoped to be able to play in the Baton Rouge Open starting Thursday.

Reprinted from the Houston Chronicle, Feb. 26, 1957

And it didn't just happen. Weeks before the first pro teed off, KTRK-TV's "pros" were poring over the map you see, planning camera placement, and introducing a mobile coverage concept to give Falstaff and the viewers an outstanding show. When the last putt dropped, pro and public alike were unanimous in their accolades. Just one more example that KTRK-TV's better planning, better showmanship and greater concern for the best interests of advertiser and public alike add up to Houston's best buy . . . . .

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13,
P. O. BOX 12,
HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY COMPANY,
500 Fifth Avenue,
New York 36, New York

Universal Tv Release Under Consideration

UNIVERSAL Pictures Co. is exploring the possibility of making its pre-1948 library of feature films available to television but "will never sell the library outright," Milton R. Rackmil, Universal president, told the company's annual meeting of stockholders, last week.

Mr. Rackmil explained that "whatever arrangement we make will be on a lease basis." The library is said to contain more than 500 feature films. A spokesman later reported that "responsible principals" of various tv stations and film distributors have obtained copies of titles of the films but discussions have never reached the point where the films were screened.

Univeral and Paramount Pictures are the only remaining Hollywood production studios which have held out in distribution of their pre-1948 films to tv. Paramount officials recently indicated they are waiting for an offer substantial enough to make television release worth their consideration [B•T, March 4].

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN FEBRUARY

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	16.6
2.	*Whirlybirds*	(CBS Film)	Thurs. 7:30	WPIX	13.4
3.	*Popeye*	(AAP)	M-F 6:00	WPIX	12.8
			Sat. 5:30		
			Sun. 4:30		
3.	*Science Fiction*	(Ziv)	Fri. 7:00	WRCA-TV	12.8
5.	*Looney Tunes*	(Guild)	M-Sat. 6:30	WABD	10.5
6.	*Death Valley Days*	(McC-E)	Wed. 7:00	WRCA-TV	9.5
7.	*Abbott & Costello*	(MCA-TV)	Sat. 7:00	WPIX	9.4
8.	*Guy Lombardo*	(MCA-TV)	Thurs. 7:00	WRCA-TV	8:7
9.	*Soldiers of Fort.*	(MCA-TV)	Sun. 6:00	WPIX	8.5
10.	*Sheena*	(ABC Film)	Sat. 6:30	WPIX	8.4

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Life of Riley*	(NBC Film)	Mon. 8:30	KTTV	21.6
2.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	16.8
3.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	16.6
4.	*Science Fiction*	(Ziv)	Mon. 8:00	KTTV	15.7
5.	*Frontier*	(NBC Film)	Sat. 7:00	KRCA-TV	15.4
6.	*Mr. D. A.*	(Ziv)	Sat. 9:00	KTTV	14.9
7.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	14.1
8.	*Brave Eagle*	(CBS Film)	Thurs. 6:30	KNXT	13.0
9.	*Annie Oakley*	(CBS Film)	Thurs. 6:00	KABC-TV	12.7
10.	*Popeye*	(AAP)	M-F 7:00	KTLA	11.9

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	(MCA-TV)	Wed. 9:30	WNBQ	15.5
2.	*Superman*	(Flamingo)	Fri. 6:00	WGN-TV	14.8
3.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	14.0
4.	*Sheriff of Cochise*	(NTA)	Fri. 7:30	WNBQ	13.8
5.	*Studio 57*	(MCA-TV)	Mon. 9:30	WBKB	13.5
6.	*San Fran. Beat*	(CBS Film)	Tues. 9:00	WGN-TV	12.9
7	*City Detective*	(MCA-TV)	Fri. 9:30	WGN-TV	12.5
8.	*Life of Riley*	(NBC Film)	Sat. 6:00	WNBQ	12.3
8.	*Annie Oakley*	(CBS Film)	Sat. 5:30	WBBM-TV	12.3
10.	*Secret Journal*	(MCA-TV)	Sat. 10:00	WNBQ	11.9

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	21.9
2.	*Soldiers of Fort.*	(MCA-TV)	Mon. 7:00	WTOP-TV	18.7
3.	*Ramar*	(TPA)	Wed. 7:00	WTOP-TV	17.5
4.	*Jungle Jim*	(Screen Gems)	Wed. 6:00	WMAL-TV	17.1
5.	*Annie Oakley*	(CBS Film)	Fri. 7:00	WTOP-TV	16.6
6.	*Superman*	(Flamingo)	Tues. 7:00	WRC-TV	16.5
7.	*Brave Eagle*	(CBS Film)	Fri. 6:00	WMAL-TV	16.3
8.	*Celeb. Playhouse*	(Scr. Gems)	Tues. 10:30	WTOP-TV	15.6
9.	*Wild Bill Hickok*	(Flamingo)	Thurs. 7:00	WRC-TV	15.3
10.	*Buffalo Bill, Jr.*	(CBS Film)	Thurs. 6:00	WMAL-TV	14.9
10.	*Science Fiction*	(Ziv)	Sun. 6:00	WMAL-TV	14.9

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Wild Bill Hickok*	(Flamingo)	Sat. 5:30	WCCO-TV	18.0
2.	*State Trooper*	(MCA-TV)	Tues. 9:30	KSTP-TV	17.5
3.	*Search For Adven.*	(Bagnall)	Mon. 9:30	WTCN-TV	16.9
4.	*Studio 57*	(MCA-TV)	Wed. 9:30	KSTP-TV	14.8
5.	*Buffalo Bill, Jr.*	(CBS Film)	Sat. 11:30 a.m.	WCCO-TV	14.1
6.	*Annie Oakley*	(CBS Film)	Sat. 5:00	WCCO-TV	13.7
7.	*Sheriff of Cochise*	(NTA)	Sat. 9:30	WCCO-TV	12.3
8.	*Stage 7*	(TPA)	Mon. 9:30	KSTP-TV	11.5
9.	*Superman*	(Flamingo)	Sun. 4:30	WCCO-TV	10.6
10.	*Life of Riley*	(NBC Film)	Sun. 6:00	KSTP-TV	10.2

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	37.6
2.	*Life of Riley*	(NBC Film)	Thurs. 7:30	KING-TV	35.3
3.	*Search For Advent.*	(Bagnall)	Sat. 7:00	KING-TV	32.7
4.	*Sheriff of Cochise*	(NTA)	Mon. 7:00	KING-TV	30.5
5.	*Annie Oakley*	(CBS Film)	Fri. 6:00	KING-TV	26.6
6.	*Soldiers of Fort.*	(MCA-TV)	Mon. 6:00	KING-TV	25.1
7.	*Superman*	(Flamingo)	Tues. 6:00	KING-TV	24.3
8.	*Last of Mohicans*	(TPA)	Wed. 6:00	KING-TV	23.7
8.	*Wild Bill Hickok*	(Flamingo)	Thurs. 6:00	KING-TV	23.7
10.	*Long John Silver*	(CBS Film)	Sat. 5:30	KING-TV	23.4

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 10:30	WJW-TV	29.7
2.	*Soldiers of Fort.*	(MCA-TV)	Thurs. 7:00	KYW-TV	24.4
4.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	23.0
4.	*Range Rider*	(CBS Film)		WEWS	22.3
5.	*Frontier*	(NBC Film)	Sat. 10:30	WJW-TV	20.5
6.	*Annie Oakley*	(CBS Film)	Sat. 6:30	WJW-TV	19.5
7.	*Crunch & Des*	(NBC Film)	Wed. 7:00	KYW-TV	18.5
8.	*Sheena*	(ABC Film)	Wed. 6:00	KYW-TV	18.0
9.	*Science Fiction*	(Ziv)	Tues. 7:00	KYW-TV	17.9
10.	*Kit Carson*	(MCA-TV)	Sun. 6:00	WEWS	17.7

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Badge 714*	(NBC Film)	Mon. 7:00	WSB-TV	26.9
2.	*Superman*	(Flamingo)	Wed. 7:00	WSB-TV	23.8
2.	*Highway Patrol*	(Ziv)	Fri. 7:30	WAGA-TV	23.8
4.	*State Trooper*	(MCA-TV)	Fri. 7:00	WAGA-TV	21.9
5.	*Science Fiction*	(Ziv)	Tues. 7:00	WAGA-TV	20.4
6.	*City Detective*	(MCA-TV)	Wed. 6:30	WLWA	17.9
7.	*Amos 'n' Andy*	(CBS Film)	Thurs. 7:00	WAGA-TV	16.5
8.	*Soldiers of Fort.*	(MCA-TV)	Sat. 6:00	WAGA-TV	16.2
9.	*Buffalo Bill, Jr.*	(CBS Film)	Wed. 6:00	WLWA	15.6
10.	*Annie Oakley*	(CBS Film)	Mon. 6:00	WLWA	14.5

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues 10:30	WBNS-TV	31.1
2.	*Death Valley*	(McC-E)	Sun. 9:30	WBNS-TV	30.3
3.	*Sheriff of Cochise*	(NTA)	Thurs. 7:30	WBNS-TV	28.5
4.	*Soldiers of Fort.*	(MCA-TV)	Wed. 6:30	WBNS-TV	21.1
5.	*Public Defender*	(Interstate)	Mon. 6:30	WBNS-TV	19.4
6.	*Frontier Doctor*	(H-TV)	Fri. 7:00	WTVN-TV	17.6
7.	*China Smith*	(NTA)	Wed. 7:00	WTVN-TV	15.9
8.	*Dr. Christian*	(Ziv)	Sun. 6:30	WBNS-TV	15.3
9.	*Superman*	(Flamingo)	Wed. 6:00	WBNS-TV	15.2
10.	*Hopalong Cass.*	(NBC Film)	Mon. 7:00	WTVN-TV	14.3

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Waterfront*	(MCA-TV)	Sun. 7:00	WNAC-TV	31.6
2.	*I Led 3 Lives*	(Ziv)	Wed. 7:30	WNAC-TV	24.3
3.	*Monte Cristo*	(TPA)	Tues. 8:30	WNAC-TV	23.5
3.	*Sheriff of Cochise*	(NTA)	Sun. 6:00	WNAC-TV	23.5
5.	*Highway Patrol*	(Ziv)	Wed. 10:30	WBZ-TV	23.0
5.	*Superman*	(Flamingo)	Fri. 6:30	WNAC-TV	23.0
7.	*Annie Oakley*	(CBS Film)	Sun. 5:00	WNAC-TV	22.6
8.	*State Trooper*	(MCA-TV)	Sun. 10:30	WNAC-TV	21.5
9.	*Studio 57*	(MCA-TV)	Tues. 10:30	WBZ-TV	20.4
10.	*Frontier*	(NBC Film)	Fri. 10:30	WNAC-TV	17.3

WHO'S ON TOP?

LET'S SET THE RECORD STRAIGHT!

On December 15th, 1956, in Chicago (over WBBM-TV)
MGM's "HONKY-TONK" scored an average TRENDEX rating of

42.4

In last week's issue of Broadcasting • Telecasting another TV distibutor of feature films boasted that one of its features was Chicago's top-rated movie for December with a 31.6 A.R.B.

However, in all fairness we must point out that at the time the regular monthly A.R.B. diary survey was taken in Chicago, the MGM features had not yet hit the air . . . and so their relative audience strength was not measured by A.R.B. in December.

But in January, the regular A.R.B. diary reports gave MGM's "THIRTY SECONDS OVER TOKYO" an average rating of

43.2 higher than any other feature programmed in Chicago either for December or January.

We've said it before . . . and we say it again: *you just can't beat those fabulous Metro ratings . . . anywhere!*

WHEN THE LION ROARS . . . THE RATING SOARS!

MGM-TV
A SERVICE OF
LOEW'S INCORPORATED

Richard A. Harper, General Sales Mgr.
701 7th Ave., N. Y. C. 36 • JUdson 2-2000

New Firm to Help Set Dallas as Film Center

A PREDICTION that Dallas would become a major film center was made last week with the announcement that a new company has been formed there to produce films for television, theatres and industry.

Organization of Dallas Film Industries Inc., was announced by its new chairman of the board, Wylie Stufflebeme, Texas banker, who stated that "expansion into this field is a logical development in the growth of Dallas, already noted as a center of music, art and design. The development of this company should eventually make Dallas a major factor in national film production."

Production schedule for the firm in 1957 calls for a minimum of 26 half-hour mystery adventure television programs and two feature films for theatrical release.

In addition to Mr. Stufflebeme, executive vice president of the First National Bank of Grand Prairie, the officers of the new corporation include President Joe Graham, who is resigning from ABC New York, and Treasurer Ray L. Miller, vice president of the Mercantile National Bank of Dallas. Board of directors consists of H. Thad Childre, also chairman of the board of Great Southwest Life Insurance Co.; Vernon Coe, partner in Dallas law firm of Thompson, Coe & Cousins; J. M. Haggar, chairman of the board, Haggar Co.; Bryan C. Miller, president, Texas Mills; W. C. Miller, real estate firm of Bolanz & Miller and a member of the Dallas city council; Lewis N. Sparkman, Sparkman-Brand, and James K. Wilson Jr., vice president, James K. Wilson Co.

MR. STUFFLEBEME MR. GRAHAM

CNP 'Silent Service' Series Sold To 40-odd Television Stations

SALES to more than 40 stations have been announced by California National Productions for its new syndicated film series, *Silent Service*. With sales returns still being collated, CNP, an NBC subsidiary, reported these:

La Rosa spaghetti, through Sullivan, Stauffer, Colwell & Bayles, for showing on WRCA-TV New York, beginning April 5; Gunther beer in Baltimore, Washington, Lancaster, Pa., and Harrisonburg, Va. markets, also via SSC&B; Robert Burns cigars, through Young & Rubicam, in Baltimore, Washington and San Francisco markets, and to the Triangle stations (WFIL-TV Philadelphia, WNBF-TV Binghamton, N. Y., WNHC-TV New Haven and WFBG-TV Altoona, Pa.).

PURCHASE of a Warner Bros. film package has been made by KVVG (TV) Tulare, Calif. Discussing presentation of the movies, which will continue on the station through May 14, are (l to r) John Palmer, of the William Ayres Co. representation firm, San Francisco; Ron Freeman, KVVG general manager, and Mr. Ayres.

RKO, Ben Fox Discussing Series for Tv, Movies Abroad

RKO Teleradio Pictures is considering an arrangement with independent producer Ben Fox Productions Inc., for a 90-minute film on the U. S. Coast Guard that would be aimed for tv exposure in the U. S., and for theatrical exhibition abroad. As of late in the week, a contract had not been signed.

RKO Teleradio also said it has been conferring with nearly a dozen other independents on various deals, the company expecting to underwrite any ideas it considers to be sound. The firm reportedly has two other 90-minute films under study.

RKO also is working on two half hour tv series, *Rails* (about railroading) and *Charter Pilot* (an adventure series). It is understood the 90-minute shows would be budgeted at about $100,000 to $150,000. If a sale to television fails, RKO would market the film abroad.

In the contemplated contract with Ben Fox, RKO would supply the financing in return for a 50-50 split in revenue return. Robert Manby, vice president of the tv division (RKO Television), is negotiating on behalf of RKO.

Ameche Signed for TPA Series

TELEVISION programs of America has signed Don Ameche to star in its half-hour tv film anthology formerly titled *Stage 7* and now to be called *Don Ameche Presents the Play of the Week*, it was announced last week by Michael M. Sillerman, TPA executive vice president. Mr. Ameche, who is currently in a Broadway play, has been taking time out from rehearsals to film special portions of the program. Drewrys Beer & Ale Ltd., Chicago, through its agency there, MacFarland, Aveyard & Co., starts sponsorship of the show throughout the Midwest on April 1. The show already has started on WGN (TV) Chicago.

MGM Leases Feature Films To Three Additional Stations

THE NUMBER of stations programming MGM feature films last week jumped to 35 as MGM-TV closed three additional stations.

MGM-TV's director of sales, Dick Harper, announced the leasing of the entire pre-1949 MGM library of 723 features for a period of seven years to KOAT-TV Albuquerque and KVOA-TV Tucson. Both deals were negotiated between KVOA-TV's President Clinton McKinnon and MGM-TV Western Sales Manager Maurie Gresham.

In a move marking the first "break-up" of the Metro package, a half-library consisting of about 350 MGM features went to WCDA (TV) Albany, N. Y., on a four-year lease basis. The deal was negotiated between WCDA's General Manager Thomas Murphy and MGM-TV's Eastern Sales Manager Pete Jaeger.

NTA Opens Chicago Office For Booking, Shipping Film

NATIONAL Telefilm Assoc. has opened a new booking and shipping office in Chicago to handle the film activity of NTA and the NTA Film Network, it was announced last week by Ely A. Landau, president.

The office is located in NTA's midwest headquarters at 612 N. Michigan Ave. Tom Carey has been transferred from the company's New York office to take charge of booking and shipping in Chicago.

The expansion move was said to be prompted by NTA Film Network's achieving commercial status and by the growing number of sales on the company's 20th Century-Fox "Rocket 86" feature film package and other products. In distribution for two months, the "Rocket 86" package has been sold in 85 markets, according to Harold Goldman, vice president in charge of sales.

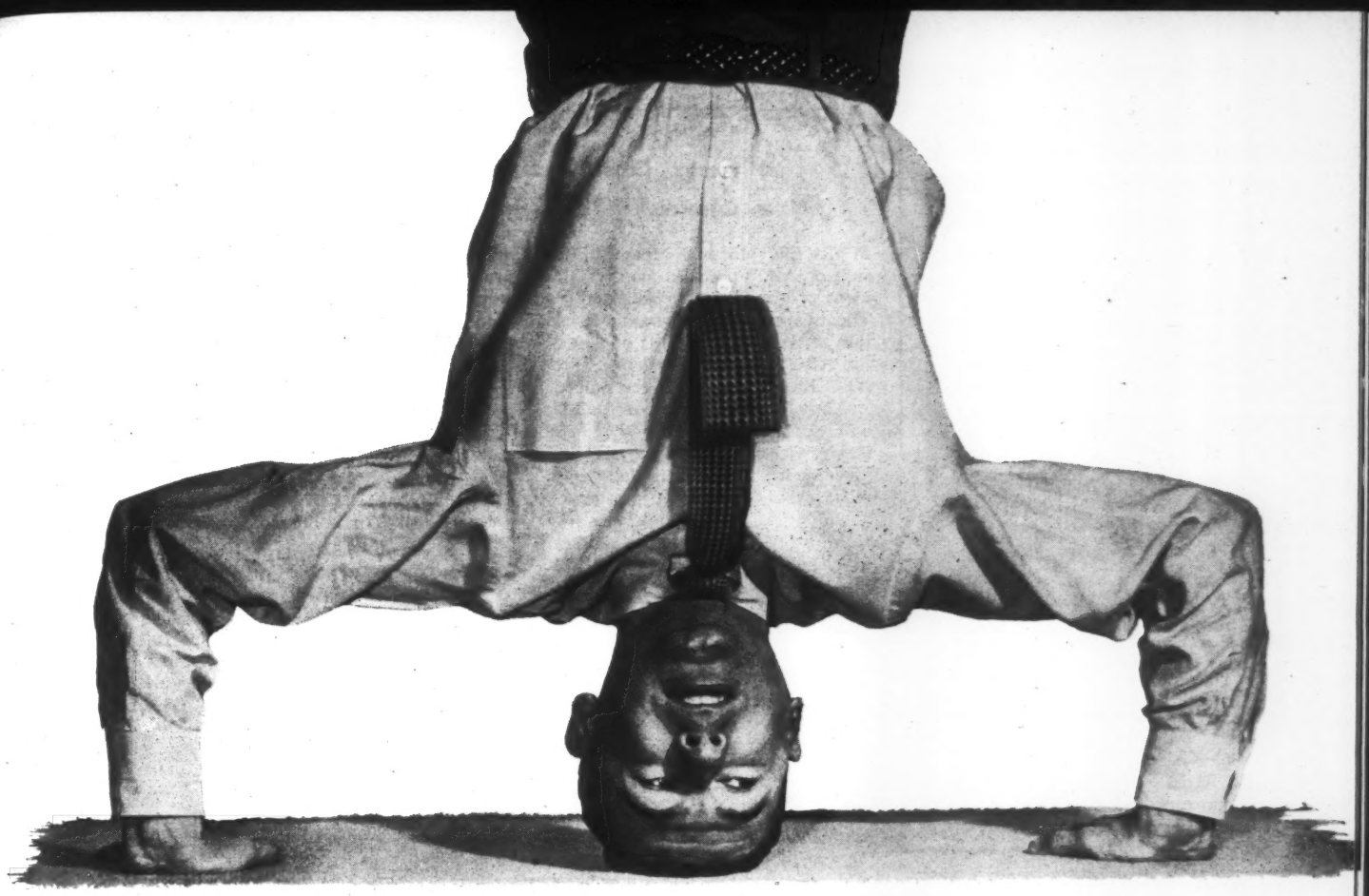
UPA Opens Chicago Offices

OFFICIAL opening of midwest offices for UPA Pictures Inc., was announced a fortnight ago following a reception for 500 Chicago representatives of television and allied fields. The company, which produces the *Boing-Boing* and "Magoo" series and other animated features, will headquarter at 360 N. Michigan Ave. (Telephone Andover 3-7566) and will turn out tv shorts and commercials. Peter Del' Negro is midwest manager and Jerry Abbott, formerly with Fred A. Niles Productions and Kling Studios Inc., is sales account executive. UPA maintains headquarters, offices and studios in Burbank, Calif., and other offices in New York and London. The *Boing-Boing Show* is carried on CBS-TV Sundays.

FILM SALES

National Telefilm Assoc., N. Y., announces sales of *Sheriff of Cochise* series to 17 additional stations, bringing total market to 174.

Associated Artists Prod., N. Y., reports sales of Warner Bros. film library to 12 stations in nine states. Largest sale, according to



No matter how you look at it, Nielsen proves that **Channel 4** has greater coverage than the other Oklahoma City station!

WKY-TV

MONTHLY COVERAGE	**13.7%**	more homes than the other Oklahoma City Station
WEEKLY COVERAGE	**12.8%**	more homes than the other Oklahoma City Station
DAYTIME CIRCULATION		
WEEKLY	**12.9%**	more homes than the other Oklahoma City Station
DAILY	**13.8%**	more homes than the other Oklahoma City Station
NIGHTTIME CIRCULATION		
WEEKLY	**12.1%**	more homes than the other Oklahoma City Station
DAILY	**10.8%**	more homes than the other Oklahoma City Station

WKY-TV—66 COUNTY COVERAGE
OTHER STATION—46 COUNTY COVERAGE

Channel 4
© WKY-TV NBC
THE NATION'S *FIRST* COLOR TELEVISION STATION
OKLAHOMA CITY

Owned and Operated by THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Oklahoma City
WSFA-TV, Montgomery, Ala. WTVT, Tampa, Fla.
Represented by THE KATZ AGENCY

FIVE YEAR Barter [B•T, March 11] deal was completed between WGR-TV Buffalo, N. Y., and C & C Television Corp. for RKO library of feature films. Seated (l. to r.): Van Beuren W. De Vries, program director, WGR-TV; Frank O'Driscoll, sales, C & C Tv Corp.; (Standing), E. H. Ezzes, vice president general sales manager C & C Tv Corp.; Joe Bernard, vice president general manager, WGR-TV.

AAP, was to WEAR-TV Pensacola, which bought all of 13 groups offered by Warner Bros.

Television Programs of America, through National Export, N. Y., has sold foreign version of *Lone Ranger* to WKAQ-TV San Juan, and WORA-TV Mayaguez, both Puerto Rico.

FILM PRODUCTION

Desilu Productions Inc., Hollywood, announces production of two new series, *The Wildcatters* and *This is Alice*. Both will be released through National Telefilm Assoc. Inc., N. Y.

Official Films Inc., N. Y., announced that production has begun on two costume-adventure half-hour tv film series, tentatively titled *Pistol Point* and *The Blade*. Series are being produced by Official Films in association with Sapphire Films Ltd., in England.

FILM PEOPLE

Charles B. Brown, vice president in charge of film sales, Bing Crosby Enterprises, has left company which has discontinued production of tv film programs [AT DEADLINE, March 11], and has not yet announced his future plans.

Hugo C. Johnson, Washington newsreel cameraman, to Walt Disney Studio staff as representative for D. C. area.

FILM DISTRIBUTION

Flying "A" Productions Inc's. *Winning of the West,* new adult western series, being offered for national sale on network and national spot basis by CBS-TV Film Sales.

ABC ELECTS SIX VICE PRESIDENTS

- **Accas, Coyle and Rabinovitz get television posts**
- **Comtois, Riddleberger and Shaffner for ABC Radio**

MARKING further organizational expansion of ABC, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., Thursday announced the election of six vice presidents of ABC, three for the ABC Television Network, three for the ABC Radio network. They are:

ABC Television Network: Gene Accas, administrative vice president; Donald W. Coyle, vice president in charge of sales development and research, and Jason Rabinovitz, administrative vice president.

For the ABC Radio Network: George Comtois, vice president in charge of sales; Stephen Riddleberger, administrative vice president, research, and Dean Shaffner, vice president in charge of sales development and research.

The network also announced two promotions in programming at Hollywood, involving Thomas M. Lufkin and Louis F. Sanman.

Mr. Accas has served as administrative officer of the ABC Television Network since February. Prior to that, he was vice president of the Television Bureau of Advertising, which he joined in February 1956. Before joining TvB, Mr. Accas was with ABC as director of sales development and research.

He also held the ABC posts of director of advertising, promotion, publicity and continuity acceptance, director of sales promotion, and other radio and tv sales development positions. Before going to ABC in July 1951, Mr. Accas was with NBC and with Foote, Cone & Belding.

Mr. Coyle was appointed director of sales development and research for ABC Television in February 1956. Previously, he was director of research and a research writer for ABC. Before joining the network in 1950, he was an industrial analyst.

Mr. Rabinovitz was named an administrative officer for the ABC Television Network in February 1957. Previously, he was head of the ABC cost control unit and assistant controller. Mr. Rabinovitz was head of stockholder-financial public relations for United Paramount Theatres prior to joining ABC in July 1953.

Mr. Comtois was named national sales manager of the ABC Radio network in January 1956. He had been an account executive with ABC Radio since September 1951.

Prior to joining ABC, Mr. Comtois was an account executive with MBS and Crosley Broadcasting Corp.

Mr. Riddleberger was appointed business manager of the ABC Radio Network in November 1955. He previously had been a member of the cost control unit, administrative manager of the tv program department, assistant administrative manager of the department and radio budget officer since going to ABC in March 1952.

Mr. Shaffner was appointed director of sales development and research for the ABC Radio Network in February 1956. Previously, he had been director of sales development for ABC, director of research for ABC Radio, assistant director of research and sales development for ABC, manager of television sales development and a sales presentation writer on joining the network in 1949.

Meanwhile, two appointments in the program department of the ABC-TV Network, Hollywood, were announced last week by Sandy Cummings, manager of network programs, Hollywood. They are: Thomas M. Lufkin, appointed service manager, and Louis F. Sanman, appointed production supervisor. Both are effective immediately.

These latest appointments follow the recently announced appointments of J. English Smith as manager of tv network programs, ABC, New York, and Sandy Cummings, as manager of tv network programs, ABC, Hollywood, named a fortnight ago by James T. Aubrey Jr., vice president in charge of programming and talent for the network [B•T, March 11].

MR. ACCAS

MR. COYLE

MR. RABINOVITZ

MR. COMTOIS

MR. RIDDLEBERGER

MR. SHAFFNER

Mr. Lufkin will be responsible for all

Monday thru Friday—10 A.M. to noon • Saturdays—10 A.M. to 1 P.M.

starts March 18th

jerry marshall's RECORD ROOM

WMGM

Your favorite disc jockey now on

wmgm 1050

... joins the brightest lineup of personalities on the air!

*... your station for **news** and **weather,** too!*

Availabilities will be snapped up fast

CALL or WIRE ART TOLCHIN

MUrray Hill 8-1000 • wmgm, New York • 711 5th AVENUE

NEW CONTRACT for sponsorship of *Mickey Mouse Club* during the 1957-58 season on ABC-TV is signed by Mrs. Elliot Handler, executive vice president of Mattel Inc. (toy manufacturer). With her is Slocum Chapin, vice president in charge of sales for the ABC-TV network. Mattel, which has been sponsoring one-quarter hour alternate weeks of *Mickey Mouse Club*, is doubling its order next year

agency liaison for both film and live network properties. Mr. Sanman will be responsible for production supervision of live originations, reporting to Mr. Lufkin who in turn will report to Mr. Cummings.

Mr. Lufkin joined ABC New York in September 1953 as tv program assistant. He was appointed associate director in September 1954 for the network's *Voice of Firestone* program. In July 1955 he was appointed ABC-MGM coordinator for the network at which time he transferred to the West Coast.

Mr. Sanman joined the ABC Television Network, Hollywood, in March 1954. Previously he was with The Biow Co., Edward A. Byron Productions and NBC, all New York.

NBC Radio Three-Week Score Exceeds $1 Million in Sales

NEW SALES amounting to almost $650,000 net last week brought total new NBC Radio business placed in the last three weeks to more than $1 million.

William K. McDaniel, sales vice president, said the increase results from purchases by four advertisers. They include a 26-week participation campaign by Carter Products Inc. and the first participation schedule on NBC Radio for the Simoniz Co. The Carter participation in *Monitor, NBC Bandstand,* and *News of the World* is for its Arrid deodorant, through Sullivan, Stauffer, Colwell & Bayles, and for its Little Liver pills through Ted Bates & Co. Tatham-Laird is agency for the Simoniz Co.

Other new advertisers on NBC Radio are the Kiplinger Washington Agency Inc. through Albert Frank-Guenther Law Inc., and Olin Mathieson Chemical Corp. through Van Sant Dugdale & Co.

BABY NETWORK SEEN ON WEAVER HORIZON

- **May announce it next month**
- **To offer big city tv hookup**

SYLVESTER L. (Pat) Weaver Jr., former NBC board chairman, refuses to pull the wraps from his highly-secret "communications enterprise" until possibly April 11 when he addresses the State of Washington Broadcasters Assn. at Seattle. But it has become apparent that what Mr. Weaver has up his sleeve bears all the markings of a daytime tv "baby network."

As outlined to B•T last week by several agency executives who have been contacted by Mr. Weaver and his associates, the plan in essence boils down to this: The Weaver organization is "selling" advertisers on national coverage of live programming without having to purchase a full complement of network stations. They could either use this lineup as a separate purchase or as a supplementary one to their other broadcast activities. Under such a plan the advertiser could buy a "high-spot network" of top market stations linked by AT&T cable film and/or kinescope for specific program periods.

Some of the cities the Weaver "network" hopes to link with live programming include such top markets as New York, Philadelphia, Cleveland, Chicago, Boston, Washington and others of comparable size. San Francisco and Los Angeles could not be serviced live, but would be by "hot kine." No stations have been signed as yet, but negotiations are going on. Purpose of these markets would be to get to the source of what is regarded in advertising circles as "the 40% potential."

The Weaver group, besides Mr. Weaver, presently consists—in a highly informal way—of Fred Wile Jr., former NBC vice president in charge of tv programming in Hollywood; Giraud (Jerry) Chester, former NBC-TV daytime programming executive, and Peggy Stewart, Mr. Weaver's long-time secretary. Their office is at 430 Park Ave., New York 22; Tel.: Plaza 8-0139.

This "high-spot network"—in actuality, less of a network *per se* and more of a loosely organized federation of top market stations linked by AT&T cable instead of affiliation contract—would consist of perhaps a total of 15 stations. These would carry pre-sold programming during a one or two-hour block of daytime tv and would give advertisers the distinct advantage of being able to reach the largest metropolitan markets without having to make "must-buys." The Weaver organization would be able to tailormake any network to an advertiser's choice, national or regional, and would not only create and produce programming, but would also rent AT&T facilities for the sponsor. No program would be placed without first having been firmly committed to sponsorship.

Mr. Wile, who went on an extended European vacation shortly after the Weaver departure from NBC last year and who never formally announced his resignation from that network (although NBC noted informally last week that his resignation became effective last Sept. 30), talked to agencies in New York before returning to his Hollywood home last week.

According to one top-echelon agency executive, Mr. Wile's main sales point—aside from the flexibility of station lineups—has been that each program would be "headed" by a combination m.c.—supersalesman. The first such "supersalesman" mentioned to the agency officials (and his colleagues) has been Dr. Frances (Miss Frances) Horwich, proprietress of the *Ding Dong School*, also late of NBC. *Ding Dong School* may be offered for 5½ hours a week at a yearly package rate of $1 million.

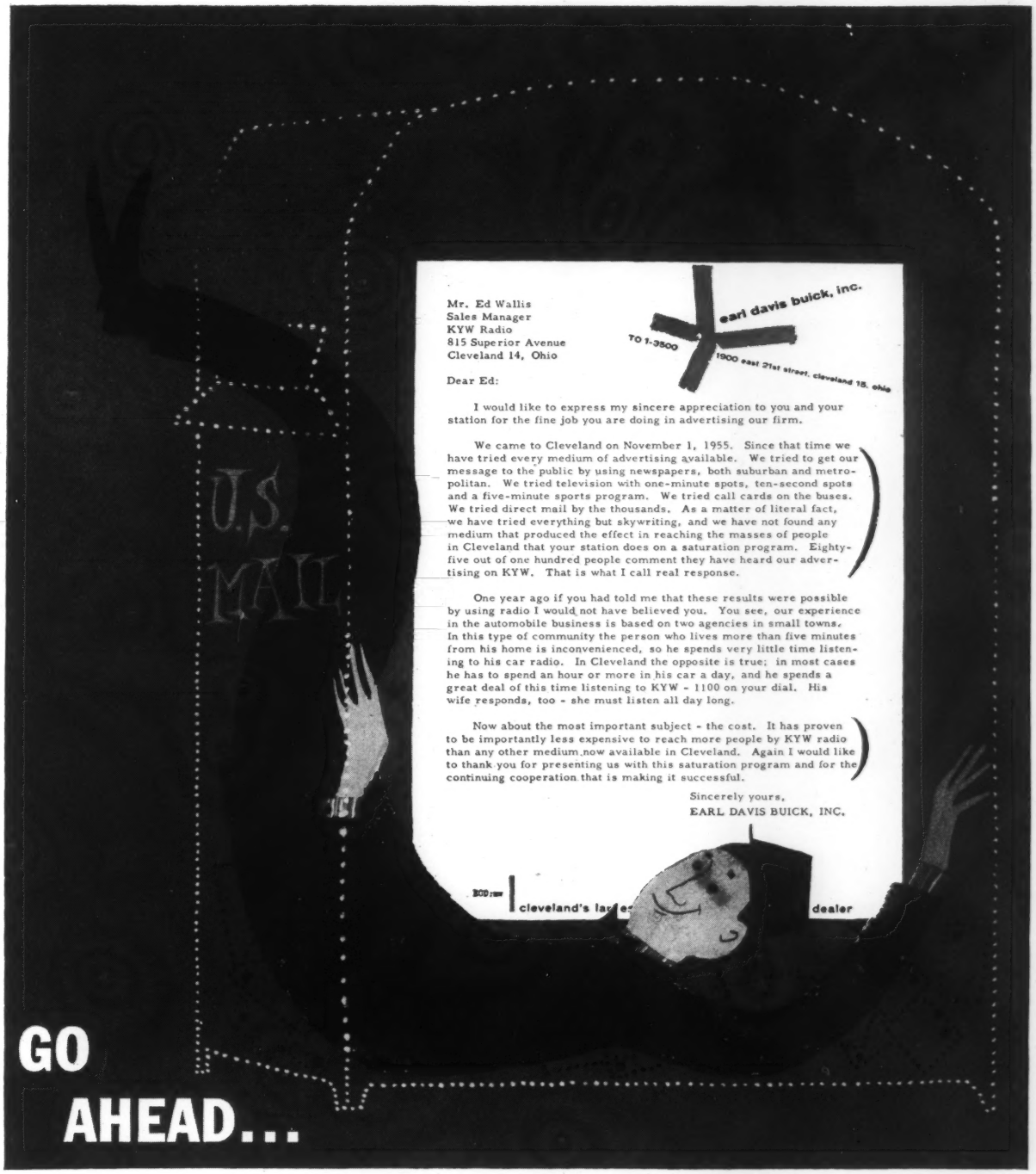
David Werblin, vice president in charge of television for Music Corp. of America, which has been mentioned as one of the groups that would help Mr. Weaver initially in packaging his programs, said that "I know nothing of Pat's plans that will shed any light on the story." But significantly, Ted Cott, vice president of DuMont Broadcasting Corp., whose WABD (TV) New York and WTTG (TV) Washington have been mentioned as "pivotal stations" in the rumored Weaver enterprise (in the same manner that they form the anchor of the DuMont "network" 34-station lineup for boxing bouts), admitted that he had talked "some three times" with Mr. Weaver about "live programming syndication." Otherwise he declined to elaborate on his conversation with Mr. Weaver.

It is understood that another attractive facet of the Weaver plan to advertisers is Mr. Weaver's "complete disinterest" in "mass coverage." This would make his intent to spot sponsored programs in large metropolitan areas most suitable to "class sponsors," *i.e.* perfume manufacturers and importers of expensive table delicacies, who desire national coverage among select consumers.

As to Mr. Weaver, neither he nor any of his spokesmen were "talking to the press" last week, declining to confirm or deny the many reports.

NBC-TV Orders Pilot Films For Two New Series for Fall

NBC-TV has authorized production of pilots for two new film series aimed at network telecast next fall. One is based on William Hazlitt Upson's *Saturday Evening Post* stories about Alexander Botts, Earthworm tractor salesman. It will be filmed at Sheppard's showroom and proving grounds for Caterpiller tractors and at studios of NBC subsidiary California National Productions, with nightclub comic Don Adams in the title role. Tom McKnight will produce and Don Weiss direct. The other is *Sky Dogs*, based on official records of exploits of canine corps of the four armed services. Ken Murray will produce the series, featuring dogs from Army canine headquarters at Fort Carson, Colo. Jean Holloway will write the series.


U.S. MAIL
earl davis buick, inc.
TO 1-3500
1900 east 21st street, cleveland 15, ohio
Mr. Ed Wallis
Sales Manager
KYW Radio
815 Superior Avenue
Cleveland 14, Ohio
Dear Ed:
I would like to express my sincere appreciation to you and your station for the fine job you are doing in advertising our firm.
We came to Cleveland on November 1, 1955. Since that time we have tried every medium of advertising available. We tried to get our message to the public by using newspapers, both suburban and metropolitan. We tried television with one-minute spots, ten-second spots and a five-minute sports program. We tried call cards on the buses. We tried direct mail by the thousands. As a matter of literal fact, we have tried everything but skywriting, and we have not found any medium that produced the effect in reaching the masses of people in Cleveland that your station does on a saturation program. Eighty-five out of one hundred people comment they have heard our advertising on KYW. That is what I call real response.
One year ago if you had told me that these results were possible by using radio I would not have believed you. You see, our experience in the automobile business is based on two agencies in small towns. In this type of community the person who lives more than five minutes from his home is inconvenienced, so he spends very little time listening to his car radio. In Cleveland the opposite is true; in most cases he has to spend an hour or more in his car a day, and he spends a great deal of this time listening to KYW - 1100 on your dial. His wife responds, too - she must listen all day long.
Now about the most important subject - the cost. It has proven to be importantly less expensive to reach more people by KYW radio than any other medium now available in Cleveland. Again I would like to thank you for presenting us with this saturation program and for the continuing cooperation that is making it successful.
Sincerely yours,
EARL DAVIS BUICK, INC.
dealer
GO AHEAD...

READ OUR MAIL

"It has proven to be importantly less expensive to reach more people by KYW radio than any other medium now available in Cleveland. Again I would like to thank you for presenting us with this saturation program and for the continuing cooperation that is making it successful." EARL DAVIS BUICK, INC.

In Cleveland, no selling campaign is complete without the WBC station . . .

KYW
RADIO
WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—**BOSTON**, WBZ+WBZA; **PITTSBURGH**, KDKA; **CLEVELAND**, KYW; **FORT WAYNE**, WOWO; **CHICAGO**, WIND; **PORTLAND**, KEX
TELEVISION—**BOSTON**, WBZ-TV; **PITTSBURGH**, KDKA-TV; **CLEVELAND**, KYW-TV; **SAN FRANCISCO**, KPIX
WIND REPRESENTED BY A M RADIO SALES • KPIX REPRESENTED BY THE KATZ AGENCY, INC. • ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

CUSTOMERS PLUS!
National Advertisers recognize
WCKY's selling power—
January 1957 sales up 69%
over January 1956
December Nielsen shows WCKY 1st in NSI
Monday thru Friday, 6:00 A.M. to 6:00
January Nielsen confirms it!

WCK

No other station reaches as large an area audience or reaches them at as low a cost per thousand

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

L.B. Wilson INCORPORATED
WCKY
CINCINNATI

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

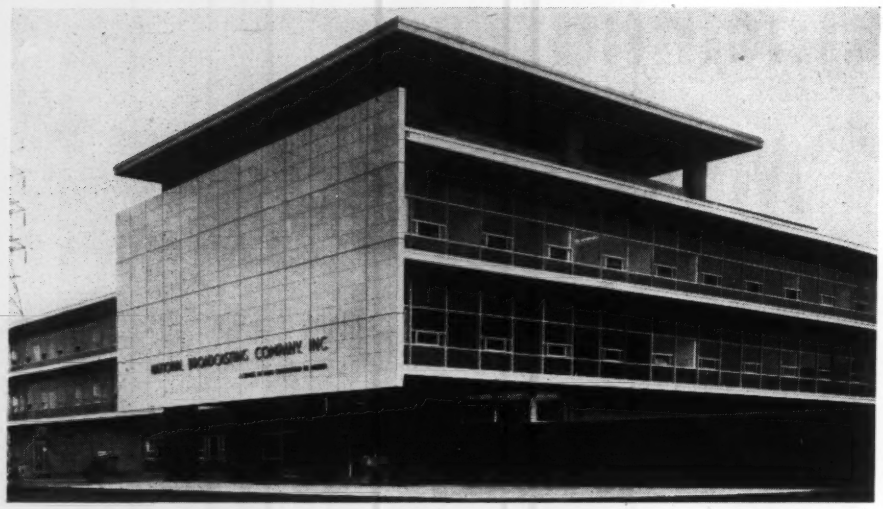
CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

WCKY is your best buy!



THE new $1.25 million administrative headquarters for NBC's Pacific Div. is next door to the NBC "Color City" in Burbank, Calif. Incorporating new construction ideas—including sun-regulated jalousies on some windows—the building is painted nautical green to match the rest of NBC's west coast establishment.

NBC Pacific Div. Moves Into Burbank Building

LAST weekend the address of NBC's Pacific Div. administrative headquarters changed from 1500 N. Vine St., Hollywood 28, to 3000 W. Alameda Ave., Burbank, Calif., and the phone number from Hollywood 9-6161 to Thornwald 5-7000, as some 250 people headed by John K. West, vice president in charge of the division, began the trek from their former offices at Sunset and Vine. The new $1,250,000 building is adjacent to NBC-TV's "Color City."

The move, it is anticipated, will be completed this Friday, when the new L-shaped three-story administration office building will be opened to the public in conjunction with a reception for NBC President Robert W. Sarnoff, who will preside at the official opening.

Moving along with Mr. West will be Thomas W. Sarnoff, vice president in charge of the division's production and business affairs; Alan W. Livingston, vice president for television network programs, and production personnel program producers; the division's labor relations department, photographic studio, graphic arts group and the main switchboard. Left in Hollywood are sales, advertising, radio programming, press and publicity, and the Ampex video tape recording equipment.

The new structure on the network's 48-acre Burbank tract brings NBC's investment in the San Fernando Valley to $13 million, NBC said last week. In addition to 147 offices, the building has a large lobby, a photo gallery and laboratory, a previewing theatre, a covered roof garden and experimental facilities for RCA laboratories, as well as a conference lounge adjacent to Mr. West's executive suite.

Designed by the Austin Co., the building was constructed by Ford J. Twaits Co., with R. F. McCaw, NBC facilities administration director, as overall director. Assisting was Robert Scheutz, manager of plant maintenance and operations, NBC Pacific Div., who supplied requirements. J. Gordon Strang, manager of buildings and grounds for the division, acted as liaison between NBC and the Twaits Co.

New Posts for Berman, Friendly In CBS-TV Daytime Structure

APPOINTMENT of Bertram Berman as director of daytime program development and Edwin S. Friendly Jr. as daytime program director of CBS-TV was announced last week by Hubbell Robinson Jr., executive vice president in charge of network programs. Both Mr. Berman and Mr. Friendly will report to Oscar Katz, vice president in charge of daytime programs.

Mr. Berman joined CBS-TV in May 1956, coming from Procter & Gamble Co. where he was executive producer for Procter & Gamble Productions. Earlier he had been production manager for Herb Shriner and with the production staff of WLW and WSAI in Cincinnati.

Before his association with CBS-TV in April 1956, Mr. Friendly was a partner in the radio-tv packaging company of Barry, Enright & Friendly, New York. He began his business career with BBDO, joined ABC in 1950 and was named national director of sales of that network in 1953.

AT CBS-TV'S BECK

CBS-TV claimed "a *coup*" last Thursday in persuading Dave Beck president of the International Brotherhood of Teamsters to appear on *Face The Nation* (CBS-TV, 3:30 p.m. EST) and CBS Radio (9:30-9:55 p.m. EST) yesterday (Sunday). Mr. Beck, who has been under pressure to appear before a Senate group investigating labor organizations, has been avoiding newspapermen and radio-tv newsmen.

ABC-TV DAY PLAN SHOWS ON NEW CARD

- **But not effective 'til fall**
- **Night benefits offered now**

FOLLOWING UP changes in ABC-TV's rate structure announced last month with emphasis on a new daytime formula [B•T, Feb. 11 and 18], the network last week announced new Rate Card No. 7. "Several features of the new rate card present special advantages for nighttime advertisers effective March 1 and for daytime advertisers effective Sept. 1," according to Slocum Chapin, vice president in charge of sales for ABC-TV.

For the daytimer advertisers ABC-TV has established "the new and exclusive Class D rate" at 33.3% of the evening rate effective Sept. 1, 1957. The rate covers daytime periods Monday through Friday before 5 p.m. and earlier was heralded as expected to set the pattern in daytime rates for the industry.

"Traditionally the daytime television rates have been set at 50% of the evening rate," Mr. Chapin said. "Since tv sets use in the daytime approximate one third the nighttime figures, ABC's rate is more equitable and truly reflects the three-to-one ratio," he claimed.

The annual rebate for daytime advertisers has been extended a half hour, from before 5 p.m. on Rate Card No. 6, to before 5:30 p.m. local time, Monday through Friday, for a minimum of 26 weeks, firm, with the exception of participation programs, Mr. Chapin explained.

In addition, he said, Rate Card No. 7 offers "special incentives" in the way of a new 5% discount for firm 52-week advertisers. Also, Mr. Chapin said, the advertiser will be given additional flexibility to earn the maximum 32.5% discount "which is 7.5% greater than discounts offered by the other networks."

A minimum of $5.2 million of gross billing during the 52 weeks of the advertiser's established discount year will qualify him for the 32.5% maximum discount. However, advertisers need not maintain a set minimum weekly gross to qualify, Mr. Chapin said. Short term orders and "one shots" can be used to reach the minimum annual gross.

ABC-TV's Class A rates apply Monday through Saturday 6-11 p.m. and Sunday 5-11 p.m. Class B rates are in force Saturday 2-6 p.m. and Sunday 1-5 p.m. Class C rates include all other times except as provided in Class D.

Federal Court Dismisses Libel Suit Against Lewis

A LIBEL SUIT against Fulton Lewis Jr., Washington commentator heard on MBS, has been dismissed by a federal court in Baltimore. The court upheld Mr. Lewis' claim that he had been illegally served with a Maryland summons at his home in District of Columbia. The suit was filed by Mrs. Pearl Wanamaker, former Washington State superintendent of education, asking a total of $500,000 damages because

In Louisville-

the more you compare programming, ratings, coverage, or costs per thousand — the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE

NBC AFFILIATES

NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

of comments made in a Lewis broadcast on MBS, also a defendant. MBS claims it doesn't do business in Maryland.

Other defendants in suits filed by Mrs. Wanamaker and her husband [B•T, Jan. 7, 1956, Dec. 17] are WCBM Baltimore, WBOM Salisbury and WJEJ Hagerstown, all in Maryland. They have filed answers stating that Mr. Lewis had promptly corrected a mixup in names during a later broadcast. First of the series of suits was filed against KVI Seattle.

WASHINGTON TO BE HQTRS. FOR MBS NEWS

MBS last week announced that its news headquarters will be moved to Washington, "where the bulk of headline news now originates." Robert F. Hurleigh, director of MBS Washington operations has been named national news and special events director for the network, including responsibility for the news operation.

John B. Poor, MBS president, said Mr. Hurleigh had been instructed "to augment and expand Mutual's Washington facilities in keeping with its designation as news headquarters." He pointed out that Mutual is the first network to recognize Washington's importance as news capital of the world.

The Mutual newsroom in New York, Mr. Poor said, will become a bureau. Chief of this operation will be George B. Brown, director of news and special events for WOR, Mutual's key station in New York.

Mr. Hurleigh has his own daily Mutual network news program from Washington. He is president of Radio & Tv Correspondents Assn. He started with Mutual in 1944 when he joined WGN Chicago, heading

MR. HURLEIGH MR. BROWN

that news bureau. In 1954 he moved to Washington as operational director for Mutual in the capital.

Mr. Brown has been with WOR since 1945. He was night news editor at WOR, later becoming manager of the station's news division and then serving as news and special events director.

The action may be the first step in a major overhauling of Mutual program service, with heavy emphasis to be placed on half-hourly newscasts and commentators [B•T, Jan. 28, Feb. 4]. Details of this proposal were favorably received at a Jan. 31 meeting of the Mutual Affiliates Advisory Committee.

ERIC PORTMAN AND MARGARET LEIGHTON IN SEPARATE TABLES

"A PACKED HOUSE EVERY PERFORMANCE"

A LOOK AT THE BOX OFFICE*

	National Average	WICU
EDDIE FISHER	9.2	40.0
MICKEY MOUSE CLUB	16.8	34.8
BIG STORY	21.7	49.0
PEOPLE ARE FUNNY	16.3	45.0
FORD THEATRE	13.2	39.8
LORETTA YOUNG	19.9	44.5
TV PLAYHOUSE	20.6	48.0
GEORGE GOBEL	26.4	49.0
PERRY COMO	28.5	49.0
CAESAR'S HOUR	27.9	50.0

*Telepulse November 1956

All the world's a stage . . . but some stages are more desirable than others . . . especially WICU's in Erie, Pa.

Around WICU, every spot tv franchise shines on stage with professional luster.

Over at WICU, programming really packs in the audience for miles around, both matinees and evenings. (Check box office score.) Around WICU, clients with a secret yen for the legitimate stage are launched into show business with an accent on "business".

Specific marketing details concerning the Erie stage can be found by taking the aisle to the far right . . .

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

CBS Again Target Of Censorship Charge

CBS News and Public Affairs, still quietly trying to close the door on the Ed Murrow-Eric Sevareid "affair," last week found itself in the role of target for another charge of censorship. The shot was fired by the Rev. Thurston N. Davis, S.J., editor-in-chief of *America,* national Catholic weekly magazine published in New York.

Father Davis printed in his March 16 issue "A Radio Sermon That Wasn't Given" and explained CBS refused to accept the sermon for the radio network's March 10 *Church of the Air* series. The magazine article titled "A Time For Silence Or a Time to Speak?" discussed growing tension between Protestant and Catholic and was turned down by CBS as inappropriate material for the devotional format of the program series.

The disputed sermon, according to CBS officials, originally was submitted Feb. 25 for tape recording two days later. Pamela Ilott, director of religious programs for CBS, explained:

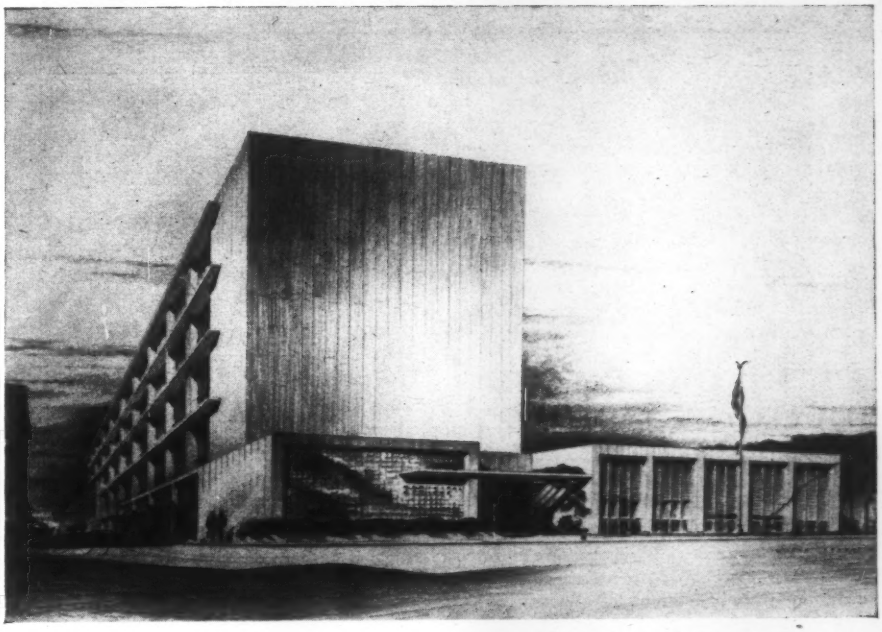
"We informed Father Davis that the style and general approach of his sermon on Protestant-Catholic tensions did not fit in with the *Church of the Air* program, which is inspirational and devotional in nature. We did not deny Father Davis time, but asked for a revision of his message to fit in with the established character of this program.

"Father Davis' schedule did not allow him sufficient time to revise his prepared message and he suggested cancellation of the program. We offered to reschedule his program as soon as he could find time for the revision, and furthermore suggested a future program more appropriate for the discussion of this subject matter. Father Davis agreed to plan and participate in such a projected program."

The sermon that Father Davis would have read on the air, and which was subsequently printed in his publication, explored "the growing tensions" between Catholics and Protestants and rebuked the Protestants for failing to understand Catholic attitudes in three specific spheres: birth control, censorship and parochial schooling. Among Father Davis' contentions was that "Protestants seem to feel themselves almost obligated to patronize the movie which the Catholics condemned—just because the Catholics condemned it." Though this may have been interpreted as a reference to the recent "Martin Luther" tv imbroglio in Chicago, no

AB-PT PAYS DIVIDENDS

LEONARD H. GOLDENSON—president of American Broadcasting-Paramount Theatres Inc.—announced last week that the board of directors has declared dividends of 23 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation. Dividends will be payable on April 20, 1957, to holders of record on March 26, 1957.



MUNCIPAL OFFICES FOR THE CITY OF ERIE

WICU, ERIE . . . THE PICK OF THE PACKED HOUSES . . .

In the language of show business, a packed house means a full till and a long run. Likewise, when a market area sizzles with restless bulldozers, riveting guns, expanding industries and additional transportation arteries the forecast indicates a continuation of "A PACKED HOUSE EVERY PERFORMANCE".

IN THE WICU MARKETING AREA, FOR EXAMPLE:

- KAISER ALUMINUM will invest *half a million* in new plant facilities.
- CONSTRUCTION contracts of two and a half million were awarded during just one month — November, 1956.
- FREEWAY — immediate construction of a 46-mile $62,000,000 roadway will boom new business and up traffic flow throughout Erie county.
- GENERAL ELECTRIC CO. is continuing a $27,000,000 expansion program. Erie Forge and Steel, Odin Stove and Bucyrus-Erie announce new plant operations.

No doubt about it, Erie, Pa. is a "PACKED HOUSE" worthy of every client interested in performing before a well heeled audience.

For immediate seating on the aisle contact Petry or Ben McLaughlin, WICU Station Manager.

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By **EDWARD PETRY AND CO., INC.**

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

mention was made of the incident in Father Davis' talk.

Father Davis indicated it would not be fair to criticize CBS for "adopting and adhering to standard operating procedure in matters touching public relations." He said the "censoring" of his speech was "quite consistent with a CBS policy regarding delicate subjects and potential controversy." However, he did not exonerate CBS, but left it up to his readers to decide whether the speech was "controversial."

LETTS TO JOIN NBC, STANTON PROMOTED

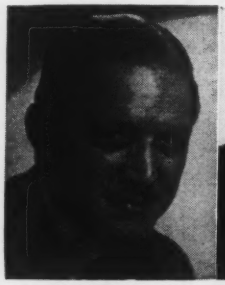
- **Victor official to be named vp**
- **Stanton takes charge of all color**

HOWARD L. LETTS, vice president and operations manager of RCA Victor Record Div., will join NBC April 1 to head the business affairs department of television programs and sales, Robert W. Sarnoff, NBC president, announced last week.

Carl M. Stanton, vice president, television programs and sales, business affairs, whom Mr. Letts succeeds, has been promoted to a new position in charge of coordinating all of NBC's color television operations, Mr. Sarnoff said. Mr. Letts has resigned his RCA Victor post and will be proposed for election as an NBC vice president at the next board of directors' meeting, Mr. Sarnoff said. Mr. Letts and Mr. Stanton will report to Robert E. Kintner, executive vice president, television programs and sales.

"Mr. Letts bring to NBC almost 30 years' experience in business and financial affairs, including more than 10 years in the RCA Victor Record Div.," Mr. Kintner said. "He has an outstanding record as an executive and administrator. I am gratified by his decision to join NBC during this period of rapid growth and development.

"Our color activities have been intergrated with programming, sales and other major company operations," Mr. Kintner explained. "Key executives in sales, programming, promotion and technical facilities and operations will be assigned to work with Mr. Stanton. He will guide an intensified company effort to speed the progress of color."



MR. STANTON

MR. LETTS

Mr. Letts, 47, joined RCA at Camden, N. J. in 1929.

In 1956 he was elected vice president and operations manager.

Mr. Stanton joined NBC in August 1949 as director of the television talent and new programs department and was appointed director of the NBC film division in March 1953. He was elected a vice president of NBC in January 1954.

In February 1956 when NBC's film division activities were transferred to the Kagran Corp., Mr. Stanton was elected a vice president and director of the NBC subsidiary. He was appointed vice president, television programs and sales, business affairs, for NBC in September 1956.

A PRIMARY affiliation contract with CBS-TV is signed by Paul De Clouett, president of KLFY-TV Lafayette, La., as Station Manager Dierrell Hamm (l) and Edward Shurick, CBS television vice president-stations relations director, watch. KLFY-TV is a member of Extended Market Plan Group and becomes a supplementary station of the network—first EMP station to achieve this status.

WHTN-TV Huntington, W. Va., Joins CBS Television Network

WHTN-TV Huntington, W. Va., has joined the CBS Television Network as a secondary interconnected affiliate, it was announced Friday by Edward P. Shurick, CBS Television vice president and director of station relations.

Concurrently, Mr. Shurick also announced that two new stations—KWGB-TV Goodland, Kans. and KTVC (TV) Ensign, Kans.—had joined the CBS Television network under the Extended Market Plan as non-interconnected stations, and that KBAS-TV Ephrata, Wash., had gone on the air as a satellite of KIMA-TV Yakima, Wash.

WHTN-TV operates on ch. 13 and is owned and operated by Cowles Broadcasting Co. The station's general manager is Robert R. Tincher.

KWGB-TV, which joins the network on or about July 1 under the EMP, is owned by Goodland Broadcasting Co. Jim Blair is owner and manager of the station, which will operate on ch. 10.

KTVC joins the network about April 15 under the EMP. It will operate on ch. 6. Station is owned by Southwest Kansas Television Co. General manager is Wendell Elliott.

KBAS-TV Ephrata is the third satellite station of CBS Television affiliate KIMA-TV Yakima. The other satellites are KEPR-TV Pasco, Wash., and KLEW-TV Lewiston, Idaho. KBAS-TV operates on ch. 43. President of the station is Thomas C. Bostic.

PROGRAM SERVICES

AT&T New Advertising Drive To Open on Closed-Circuit Tv

AMERICAN Telephone & Telegraph Co., New York, will turn to closed-circuit television on a grand scale this Friday to launch an intensive advertising campaign on behalf of the yellow pages of the Bell Telephone Co.'s directories.

Termed a "closed-circuit spectacular, the telecast will be carried in 55 cities and viewed by an estimated company audience of 13,000. The program, titled "Paging America," will emanate from NBC-TV studios in New York, starting at 2 p.m. EST. Facilities are being arranged by Theatre Network Television Inc.

The program is designed to highlight the new AT&T yellow pages emblem—an open classified directory with a telephone near the lower left-hand corner.

TelePrompTer Names Rosensohn

WILLIAM P. ROSENSOHN has been appointed vice president of the Communications Div. of TelePrompTer Corp., New York.

MR. ROSENSOHN

Formerly executive vice president of Sheraton Closed Circuit Television Inc., he has been with TelePrompTer in charge of closed-circuit tv activities since that firm acquired the interests of Sheraton Closed Circuit. Mr. Rosensohn is a veteran in the closed-circuit field and was president of Box Office Television Inc.

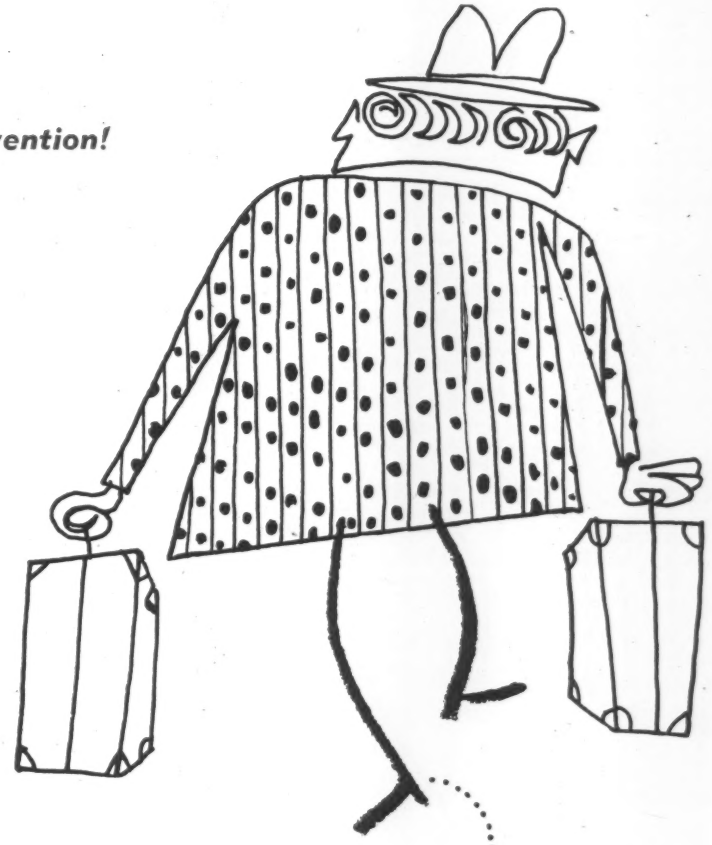
PERSONNEL RELATIONS

Musicians Given $3.9 Million Out of Performance Trust Fund

MUSICIANS were allocated $3,900,000 out of music performance trust funds of the recording industries for the fiscal year ending next June 30, according to a report by Samuel R. Rosenbaum, trustee of the funds. The 1956 fiscal year total was $2,800,000. Funds are derived from fees on production of recordings, transcriptions and television films. A sharp increase was noted in the volume of transactions passing through the trustee's office.

The report showed that 199 million phonograph records valued at $197.2 million were sold during the calendar year 1955, bringing total fees to $757,000 under terms of the 1948 agreement. The tv film fund produced $387,000 during the 1955 calendar year under terms of agreements made before 1954. Collections for both recording and tv film during the 1955 calendar year, under the 1954 united fund (both recording and tv film), totaled $3,167,000 of which $2,091,200 came from recording and $1,075,800 from tv film. For the first half of calendar 1956, united funds amounted to $1,643,100 for recording and $569,700 for tv film, a total of $2,212,800.

Don't forget the NARTB Convention!
It's April 7-11 in Chicago.



If you can't make it,
read all about it in the
B•T issue of April 8.

Even if you make it,
some of the things
that happen may be
a little bit hazy (!)
So read
all about it etc.

But whether you make it or not,
your advertisement should be
in the April 8th Convention Issue.
B•T is read by practically
everybody in radio-tv;
the Convention Issue is even more so.

Deadline for space reservations: March 25.

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HILL REVISITED: MORE FCC HEARINGS

Senators weary of vhf-uhf hassle; House unit winds up its questioning

THE SEVEN FCC Commissioners and staff are again immersed in regular administrative activities following the second week of their appearances before Congressional committees last week.

Both the Senate and the House Commerce committees indicated that the Commission's grillings may be at an end—at least for the time being. On the Senate side it was a consensus of senators that no major breakthrough was going to be accomplished in aid of uhf in the immediate future. On the House side, the FCC promised to begin consideration of the daytime broadcasters petition for earlier commencement of operations and later closing times as well as other problems, and was informed that a crowded committee schedule may not permit further interrogation.

SENATE HEARINGS PALL, HOPES DIM ON UHF AID

THE FCC and virtually the entire 15-man membership of the Senate Commerce Committee last Thursday were told by Sen. John O. Pastore (D-R. I.) that he was "growing weary" of the two-and-a-half years of FCC-Senate hearings on the uhf-vhf problems of television.

Acting as chairman of the second round of current hearings on the television allocations situation (the first session was two weeks ago) in place of the absent Sen. Warren G. Magnuson (D-Wash.), the peppery Rhode Islander added:

"We don't get anywhere, and there are so many more important things to do."

Those remarks, and the assents murmured by other Senators, FCC Commissioners and spectators alike, pointed up what many people feel is the growing fatalism of the senators with regard to any immediate, clear-cut solution to the uhf-vhf problem.

The hearing last week—continued from the session which began March 5—was highlighted by a long, involved discussion of the Commission's action last month against deintermixing Hartford, Conn.

The Hartford case was examined, not withstanding repeated and strong objections to acting as "a court of appeals in specific cases" on the part of Republican Sens. John W. Bricker (R-Ohio), John Marshall Butler (R-Md.) and William A. Purtell (R-Conn.). They were joined by Democratic Sen. Frank J. Lausche (Ohio).

Basic criteria used in deciding not to remove ch. 3 from the Hartford area, according to FCC Chairman George C. McConnaughey were (1) there was already another v in New Haven, 25 miles away, (WNHC-TV on ch. 8) which puts a city-grade signal into Hartford; (2) there would be a loss of service to 56,000 people; (3) Connecticut has only two vhf channels assigned; and (4) there was no significant use which could be made of ch. 3 if it had been taken from Hartford. Because of mileage separations and airspace requirements limiting the height of the antenna, ch. 3 would have had to be allocated so many miles south of Providence that it could not have put a city-grade signal into that Rhode Island city.

Sen. Purtell, stoutly defending the Commission's action in the Hartford situation, called attention to the fact that the two leading networks, CBS and NBC, already owned uhf stations in the Connecticut River Valley, and could well afford to stand up to vhf competition. The effect of a vhf station on other uhf stations in Waterbury, Conn., and Springfield-Holyoke, Mass., was mildly referred to by Kenneth A. Cox, special counsel for the Senate committee, who was cross-examining the Commission, and by Sen. A. S. Mike Monroney (D-Okla.).

Other highlights of last Thursday's hearing (another session was scheduled for last Friday morning) were as follows:

• Mr. Cox started the hearing by attempting to pinpoint general criteria used by the Commission in deciding where to deintermix and where not to. Mr. McConnaughey replied that each case had to be considered on an individual basis.

• At various times, senators and Mr. McConnaughey emphasized that the problems were brought about by industry pressures, not by public objections. It is the public interest that is paramount, it was agreed by all.

• Touched on lightly, and never fully developed, was the question whether service to as many people as possible or a competitive system with multiple services (even though some people do not receive service) should be paramount in the Commission's thinking. Sen. Lausche attempted to bring this into focus when he admonished the FCC chairman that there might be a conflict between optimum allocation efficiency and "exploitation" of the people through lessened competition.

• Comr. Robert E. Lee, in a statement submitted to the Senate committee, reviewed his past thinking on the allocations muddle, concluded that there was nothing left to do but to deintermix. This was a "puny" solution, he said, but there is no other path to follow. It was an effort to see that "the patient doesn't die, although still severely crippled." Mr. Lee continued that he favored the move of all tv to uhf as a long range possibility if research showed that uhf can be improved over its present technical status. He said also that he favors simultaneous uhf and vhf operation by the same station (advocated by Comr. T. A. M. Craven), and the elimination of the excise tax on all wave receivers in order to persuade manufacturers to produce uhf sets. He also advocated allowing subscription television on an experimental basis on the uhf frequencies (see separate story, page 66).

• Chairman McConnaughey agreed with Mr. Cox that the Television Allocations Study Organization (TASO) was not going as far as he had hoped. He explained that its function was that of propagation research and measurment, not that of equipment development. This was because of the fear of antitrust violation if cooperating companies joined in equipment development and design, FCC General Counsel Warren E. Baker pointed out.

Sen. Charles E. Potter (R-Mich.) asked if a government grant for research and development similar to military activities might not be an answer. Mr. McConnaughey agreed it might. This is understood to be one of the basic recommendations in the report drafted by Dr. Edward L. Bowles, MIT engineering professor, and now being circulated among his nine-man *ad hoc* committee [CLOSED CIRCUIT, March 4].

• In response to a series of queries by Sen. Strom Thurmond (D-S. C.), Mr. McConnaughey agreed that mileage separations should not be changed until the results of the TASO study are completed. On allocation changes, however, the FCC chairman was less positive; some changes might be made in individual cases, he asserted.

Among other senators present at the Thursday hearing were Sens. William Blakley (D-Tex.) and Norris Cotton (R-N. H.). All Commissioners, plus top aides, were in attendance.

DAYTIME STUDY COMING, CHAIRMAN TELLS HOUSE

THE FCC will "take up in the next three or four weeks" the petitions of daytime broadcasters asking for stabilized hours of operation, FCC Chairman George C. McConnaughey told the House Interstate & Foreign Commerce Committee in testimony Tuesday.

Questioned by Reps. Kenneth A. Roberts (D-Ala.) and William L. Springer (R-Ill.), the FCC Chairman said the Commission has not acted sooner on petitions filed in December 1955 by daytime stations because the daytime station operation is "tied up" with clear channel operation.

Committee Chairman Oren Harris (D-Ark.), after last week's session, indicated the committee's crowded schedule may preclude further sessions in the FCC's yearly appearance before the committee to report on its progress and legislative recommendations. But, he said, committee members may submit written questions or put questions in person when the FCC appears at later sessions.

Other subjects covered last week: FCC's current actions and future intentions on tv deintermixture, tv satellites, applications backlog, erstwhile-proposed schedule of fees for various FCC activities, the FCC's tv

"... you folks heard about the Maine massacre?"

"Indians? Who's talking history? I mean right now . . . up Downeast in Maine. A real slaughter, the way I hear it. Who? That television station in Bangor — WABI-TV — that's who! Tomahawked the stuffings out of the competition in its latest Pulse, Trendex *and* ARB surveys! You folks been in Sumatra or someplace? I thought *everybody* knew about it!"

Bartender Bill at Chandler's (New York hangout for agency chieftains) is hep to the facts. It's true. WABI-TV has warpathed up a list of first places in audience popularity as long as the arm you sign contracts with. Just a few samples: *every one* of the top 15 shows in a Pulse Study covering nine counties . . . 12 of the top 15, the way ARB sees it . . . absolute No. 1 favorite for network, local, syndicated shows, feature films by *all* yardsticks.

Maybe it's a massacre, like Bill says. But we prefer to consider this dominance a logical reward for giving Maine's fast-growing TV audience the best programming with the strongest signal for easy viewing. It's the same caliber of service that makes WABI-Radio tops in its medium, too. Teamed together, this pair is an unbeatable way to capture Maine's best customers. If you spend your money anywhere else, it should be tax-deductible as philanthropy.

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

affiliated with The Downeast Network — WIDE, Biddeford; WPOR, Portland; WRKD, Rockland; WTVL, Waterville.

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FILM AND SLIDE SCANNER SYSTEM

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16mm color film

35mm color slide transparencies

can be purchased as separate units

FEATURES:

- High signal to noise ratio.
- Stable, drift-free Colorplexer operation.
- 16mm film moves continuously—no intermittent wear and tear.
- No optical and electronic registration problems.
- Self-contained sound track pickup, exciter lamp supply, and sound amplifier.
- Automatic slide changer.
- Film runs forward, backward, and may be stopped on any frame.
- Extremely quiet operation.
- f/2.0 50mm Xenon lens, with tractica mount, for Color Slide Unit.
- f/1.5 8.5 cm Summarex lens for Color Cinecon Unit.
- Regulated AC and DC power supplies.

The new Polarad Color TV Film and Slide Scanner System make it possible for the smallest TV installation to transmit a color signal utilizing the established black and white transmitter.

In addition to the film and slide scanner system, Polarad has designed fully integrated Color TV units for studio and laboratory. These units provide maximum stability and ease of operation without additional power units or accessories.

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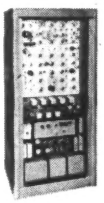
TV

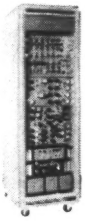


SYNCHRONIZING GENERATOR — MODEL PT-201

Provides RTMA standard driving, blanking and synchronizing pulses, composite video signal comprising vertical and horizontal dots for receiver tests. Used to drive color bar generators and other NTSC color TV generating equipment.

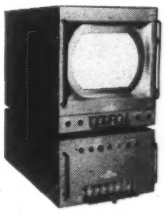
AUTO-SELF-BALANCED COLORPLEXER—MODEL PT-205

Incorporated in the Model PT-203 Color Bar Generator, available as a separate chassis for rack mounting. High stability and negligible drift. Multiplexes three simultaneous color video signals (R.G.B.) and encodes into color information.



COLOR BAR GENERATOR — MODEL PT-203

A complete instrument with color bar pulse forming unit, a complete colorplexer, regulated B+ and filament supplies. Provides NTSC color TV test signals, for receivers, transmitters, networks and components. Provides 19 different test patterns.



COLOR TV VIDEO MONITOR — MODEL M-200

Two portable units for standard rack mounting. High definition color picture is displayed on 15 inch tri-color kinescope. For checking quality of NTSC color video signals in the studio, on transmission lines or in the receiver factory.

Reliable maintenance service throughout the country is an important part of the Polarad instrument.

AVAILABLE ON EQUIPMENT LEASE PLAN

network study on which a report is due by June 30, network and station program control, the "Craven Plan" on tv allocations as it affects educational tv reservations, broadcaster liability for slanderous remarks by political candidates, station transfers, the FCC's policy of diversification of communications media and the meaning of Sec. 307 (b).

FCC Comr. T. A. M. Craven, smarting from recent criticism that his tv allocations plan would be detrimental to educational tv reservations, took a potshot at the Joint Council on Educational Television.

"The apprehension of educators—fostered by JCET—is unfounded from my standpoint," said the FCC's "engineering" commissioner. "They never have given me the courtesy of coming down and even trying to find out what I meant," he said. Mr. Craven added that the educators "would have found more cooperation than they apparently expected."

Rep. J. Arthur Younger (R-Calif.) wanted to know what happend to the proposal of about three years ago that the FCC charge fees for its licensing and other activities. FCC General Counsel Warren Baker explained that the Commission was asked by Senate resolution to hold up on inaugurating the fee schedule and that the matter has been pending since then.

Rep Younger said he thought the fees should be charged to remove part of the burden on the taxpayer, but Mr. McConnaughey said he didn't feel fees are in the public interest and that he thought the rest of the Commission felt the same way.

The FCC chairman told Rep. Joseph P. O'Hara (R-Minn.) that he had no comment to make on whether the tv networks control stations against the public interest. Mr. McConnaughey said he feels there are three "strong" networks, but will wait until the network study report is out before commenting on whether he thinks the three are fully competitive with one another.

Rep. John V. Beamer (R-Ind.) was concerned about the split vote in many controversial FCC decisions and wondered if the splits are because of a "weakness" in the law or because of FCC failure to establish "some specific policy."

The FCC chairman said such FCC decisions are the result, "basically," of the "judgment factor." Unlike some of the other federal regulatory agencies which have concrete facts and figures before them, the FCC has "no fine definitive measuring stick" to decide on competing applicants, he said.

He didn't see how a law could be written to set down specifics for an overall policy, as suggested by Rep. Beamer. "The facts differ in each case and I think the public would suffer if you did," he commented.

In the sale of a station, he told Rep. Beamer, the FCC can "look to see if it is in the public interest"—if the purchaser has a good background and character. Sec 310 (b) of the Communications Act, he explained, provides that in passing on the sale of a station the FCC may not consider whether the public interest would be served by any person other than the proposed purchaser.

Rep. Beamer, referring to a past statement by Mr. McConnaughey that an applicant's operation of a newspaper may be an asset in his application, asked that in such cases why the FCC couldn't adopt a formula on whether a newspaper is an asset or deterrent?

The FCC chairman said it would depend on the facts in each case. The FCC, he said, has been accused of being both pro-newspaper and anti-newspaper in making decisions. But many times operation of a newspaper is a factor in favor of an applicant, he said.

The FCC head cited demands on spectrum space by government and industry users, which, he said, may result in a loss of the lower vhf band to tv. Tv then will have to go to the uhf band, he added.

The FCC chairman noted uhf has been quite successful in parts of Indiana and Illinois and felt that with developments coming in uhf transmitters, receivers and greater power, uhf will be "very comparable" to vhf. He thought two uhfs could survive in cities with one vhf.

Rep. Springer, whose district is in southwest Illinois, said there are no stations in his district. He wondered whether some of the vhfs assigned to St. Louis shouldn't be moved to Illinois. Didn't Sec. 307 (b) provide for tv distribution among states as well as communities, he asked? Southwest Illinois, he asserted, isn't getting public service.

The FCC's Mr. Baker and Mr. McConnaughey explained that the Commission must consider areas and that tv assignments in border cities (i.e., St. Louis) can't be compared to those in a whole state.

Rep. Springer asked why a daytime radio station, which does not interfere with a clear channel station, shouldn't be allowed to operate on fixed hours.

Mr. McConnaughey was skeptical of there

CURE-NOTHING?

REP. EDMUND P. RADWAN (R-N. Y.) denounced "the greedy promoters of pay television" in a statement entered last week in the *Congressional Record*. Commenting that he has been opposed to toll tv since 1955, he opined that pay tv would "black out the best of free television," and called subscription tv "a cure for which there is no disease . . . When this scheme was first suggested, letters to the FCC were 16 to 3 in favor of pay tv," he said, adding that "since the true picture has been brought home to the public, the voting has been 9 to 1 against."

Lee Urges Use of Toll Tv as Trial on UHF Bands

SUBSCRIPTION television on the uhf bands authorized for an experimental period "would almost overnight" make it feasible and logical for manufacturers to go into the production of all-channel sets, FCC Comr. Robert E. Lee advocated last week. Such a move, Mr. Lee declared in a statement submitted to the Senate Commerce Committee, would see applications filed for uhf in the first 50 markets "in a matter of weeks".

Mr. Lee urged that pay tv be permitted on this type of experimental basis on uhf bands under tight control. The only loser, he said, would be the entrepreneur.

Gist of Mr. Lee's position—which he has advocated before, as has FCC Chairman George C. McConnaughey—was contained in the last three paragraphs of his statement. They read:

"It seems to me in all of the deliberations concerning the allocations problem the most logical step has been somewhat overlooked. I am convinced that the approval of subscription tv limited for the experimental period to the uhf band would almost overnight make it feasible and logical for the manufacturer to go into all channel set production which, of course, is the root of the problem. I would expect that forthright Commission action in this respect would result in application for uhf stations in the top 50 markets in a matter of weeks.

"Such an action, I believe, is not only well within the authority of the Commission, but is indeed an obligation to further the use of radio as required by Sec. 303(g) of the Communications Act. I can find nothing in the legislative history of the Communications Act to indicate that Congress intended to deny the public the right to try a new mouse trap nor can I believe that Congress at this point would want jurisdiction over this thorny problem. If subscription tv is as good as the proponents say it is, this might well prove to be the solution of the uhf problem, and if it is as bad as the opponents say, it will soon be a thing of the past and the entrepreneur who wanted to gamble will be the principal loser since I would seek to control the new baby so that the public investment is the very minimum. By that I mean that I would seek to encourage the subscription broadcaster to install and maintain the equipment on a moderate lease basis rather than selling it to the subscriber.

"I do not believe that anything will be gained by holding evidentiary hearings. The 'pros' will still be for it and the 'cons' will remain against it. The comments already received fill over 69 volumes each three to four inches thick. If placed in a vertical pile they would reach 18 feet. I am firmly convinced that the issue can only be resolved by putting the show on the road and letting the box office tell the tale. I would, of course, advocate restraints in order to protect so-called free programming and I certainly would not authorize it in a one-station market at this time. Likewise I would limit by percentage the number of hours per week on a subscription basis. Something in the neighborhood of 15%. Thus if a broadcaster wanted to increase his subscription time he would have to increase his free time to come within the percentage limitation."

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being any station that wouldn't interfere with a clear channel station on the same frequency. But if this was the case, he said, the daytimer would only have to ask and it would be given a 24-hour operation.

Rep. Walter Roger (D-Tex.) questioned Comr. Craven on whether the latter's plan would take away educational tv reservations.

Comr. Craven said he did not propose to take away existing stations or grants, nor did he propose to remove any tv reservation which educators indicate "they want."

Patient, But For How Long?

Mr. McConnaughey said the FCC has been "very patient" with educational reservations and thinks channels should be retained for educators if they are going to be used, but doesn't believe the reservations should be allowed to "lie fallow forever."

Rep. Peter F. Mack Jr. (D-Ill.) wondered if there is a division of the FCC on the policy of deintermixture. He cited the six FCC deintermixture actions in which different commissioners dissented in each case. The FCC, he said, does not have a broad deintermixture policy, but only a "patchwork."

Mr. McConnaughey said different FCC members interpret facts and statements differently in each case; that "one or two" members may be against deintermixture, but the others of the Commission think it should be done on a case-by-case basis.

Referring to Mr. McConnaughey's statement that deintermixture had been successful in Springfield, Ill., Rep. Mack said the people in Springfield (which he represents) don't agree. He wondered if it is not a violation of Sec. 307 (b) "when you locate and isolate an inferior service." Referring to the FCC's recent removal of ch. 2 from Springfield, Rep. Mack said there had been many "rumors" about the action, which he didn't feel were true, but, he asserted: "It's almost a disgraceful episode to follow the ch. 2 application."

Chairman Harris submitted several questions for the FCC to answer in writing. Among them:

1. Does the FCC set station sales for hearings, particularly when a multiple owner is the purchaser? The committee chairman suggested the FCC furnish a list of all station sales for the past five years, with names of previous owners, new owner and other stations owned by new owner, with sales price.

2. Rep. Harris said there were complaints about "preferences" shown by the FCC in granting tv licenses. "I know the FCC observes certain standards. Shouldn't these be incorporated in FCC rules so everybody will know them?"

3. What criteria will determine in future whether a particular area will be deintermixed?

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56); Pittsburgh, Pa., ch. 11; San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 3

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Toledo, Ohio, ch. 11 (1-25-56); McKeesport-Pittsburgh, Pa., ch. 4 (1-7-57).

IN HEARING 6

Sheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; Beaumont, Tex., ch. 6; Ponce, P. R., ch. 7; Lubbock, Tex., ch. 5. Sioux Falls, S. D., ch. 13.

IN COURT 6

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12; Sacramento, Calif., ch. 10; (petitions for writs of certiorari submitted).

FCC Travel Expenses Probed, Report Shows

FCC members were grilled on who pays their expenses for inspecting industry broadcast facilities or speaking before broadcaster groups, according to the hearing record of the Commission's closed budget session Feb. 15 with a House Appropriations subcommittee, released last week.

During their testimony to justify the Commission's fiscal 1958 budget estimate before the Independent Offices Appropriations Subcommittee headed by Rep. Albert Thomas (D-Tex.), FCC members indicated they are very circumspect in letting broadcast groups or firms pay the freight when commissioners put in an appearance at various events.

"I think this Commission has certainly leaned over backward in being extremely careful," FCC Chairman George C. McConnaughey told the congressmen.

"This kind of travel is quite a burden," remarked Comr. John C. Doerfer, who also imparted that "I don't sleep well in hotels, and the type of food is a little different. It upsets you physically."

Regarding the total of $13,000 being asked for travel by the commissioners, Comr. Robert T. Bartley said that when the hosts pay for the travel, food and lodging, "I wouldn't put in for per diem on a thing like that, where they are taking care of all of it."

The Commissioner's fiscal 1958 budget estimate calls for $8,950,000, an increase of $1,122,000 over the 1957 appropriation $7,828,000. However, one sizeable chunk of the increase—$455,000—is to cover the FCC's contribution to the employes' retirement fund beginning in 1958 as the result of an amendment to the Retirement Act.

Rep. Charles R. Jonas (R-N. C.), after being told by FCC members that many of the contested tv application cases have been long drawn out because of the intensity of competition and the various legal recourses open to applicants, said he thought the Commission should "put its side of this thing before the public" when there are long delays in making tv grants.

Referring to the long-contested ch. 9 case in Charlotte, he commented: "People can't understand why an application is seven years in being kicked around by contestants and by delays of various sorts. They blame the Commission and they write to their Congressman to see why he can't get an investigation by Congress undertaken."

Replying, John L. Fitzgerald, chief of the FCC's Office of Opinions and Review, said as far as he is concerned the FCC's public relations problem "is going to be solved, insofar as it can be, by getting these decisions out. . . ."

Rep. Jonas thought "you have been a little close mouthed about it" and "you could have eliminated much criticism if the newspaper people who write the editorials knew the full story."

UAW Case Returned To Lower U.S. Court

JUSTICE Dept. officials are preparing anew to prosecute the United Auto Workers Union for political campaign spending. The government had charged the union with illegally utilizing its funds for political telecasts over WJBK-TV Detroit, during the 1954 congressional elections.

Last week the Supreme Court in a 5 to 3 decision ordered another examination of the government charges of violation of the Federal Corrupt Practices Act by the union [B•T, April 30, 1956].

Because of his resignation from the court on Feb. 25, Justice Stanley F. Reed asked that his vote not be counted even though he heard the arguments before the court. The retired Justice made known his views after the court's decision was handed down last Monday.

The 5 to 3 decision returned the case to Federal Judge Frank A. Picard in Detroit who had dismissed the charges which had been returned by a Federal grand jury in 1955. Judge Picard threw out the charges Feb. 8, 1956. The Justice Dept. at that time appealed to the Supreme Court which agreed to a review.

Justice Felix Frankfurter read the majority decision. He said Judge Picard's "erroneous interpretation of the statute led him to stop the prosecution prematurely."

Justice Frankfurter's 25-page opinion

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WESTINGHOUSE BROADCASTING COMPANY, INC.

dealt at length with the background of congressional action on political contributions. He wrote, "For our purposes, the indictment charged the appellee (the union) with having used union dues to sponsor television broadcasts designed to influence the electorate to select certain candidates for Congress in connection with the 1954 elections.

"To deny that such activity, either on the part of a corporation or a labor organization constituted 'an expenditure in connection with any federal election' is to deny the long series of congressional efforts calculated to avoid the deleterious influences on federal elections resulting from the use of money by those who exercise control over large aggregations of capital."

The dissent by Justices Warren, Black and Douglas was particularly sharp. Justice Douglas read the conflicting views for himself and his colleagues. He said the ruling "abolishes the first amendment rights on a wholesale basis."

"Until today," Justice Douglas wrote, "poltical speech has never been a crime."

Justice Douglas said making a political speech had always been considered one of the preferred rights protected by the First Amendment. The Justice said the principle applied by the court would make it equally criminal for a union to use its funds to print pamphlets for general distribution or to distribute political literature at large.

The funds used by the union, it was charged, were in support of Sen. Pat McNamara who defeater Homer Ferguson in a close election in Michigan in 1954. Sen. Ferguson was the incumbent seeking reelection at the time.

When the trial came before Judge Picard, he did not rule on constitutional questions which were presented by the union attorneys in the Detroit trial. Nor did the Supreme Court take up constitutional aspects of the case. This led observers to point out that the issue still is basically unresolved and the case may well be returned to the high court. It then might be called on to pass on the constitutional issues.

Roosevelt Promises to Probe Complaints by ASCAP Members

INVESTIGATION of complaints by "40 or 50" members of American Society of Composers, Authors and Publishers about ASCAP's methods of distributing funds and its system of voting representation was promised last week by Rep. James Roosevelt (D-Calif.).

Rep. Roosevelt, who heads a five-man subcommittee (Subcommittee No. 5—on distribution problems) of the House Select Small Business Committee, said his group will decide in a closed meeting tomorrow (Tuesday) when hearings will be held.

He said the complaints have come from both individual members and music publishing firms, the majority located in Hollywood or New York. The complaints are that ASCAP's methods of distributing royalty funds are "unfair and inequitable," Rep. Roosevelt said, and that individuals and smaller music publishing firms are receiving unfair and inequitable treatment in not being allowed individual voting strength, since the ASCAP balloting is based on a "complicated formula."

The subcommittee, appointed last week, also includes Reps. Tom Steed (Okla.) and Charles H. Brown (Ark.), Democrats, and Timothy P. Sheehan (Ill.) and Craig Hosmer (Calif.), Republicans.

Appeal Filed by Granik, Cook In WFMJ, WESH-TV Sale Matter

AN APPEAL to the Washington Court of Appeals aaginst the FCC's dismissal of their protests of the sale of two Florida stations [B•T, Feb. 4] has been filed by Theodore Granik and William H. Cook. The FCC dismissed the two complaints when a Florida circuit court held that Messrs. Granik and Cook had no claim on the facilities. hTe stations involved are WFMJ and WESH-TV Daytona Beach, Fla., originally owned by W. Wright Esch.

Mr. Esch sold WFMJ to Emil Arnold and Harold Kaye, and WESH-TV to WCOA Inc. (John H. Perry interests). Messrs. Granik and Cook claimed they had a contract with Mr. Esch to buy the stations. The Commission's dismissal of their protests last month was based on the ground that since the civil court said they had no claim, they were no longer parties in interest. Last week's appeal is on the premise that the Commission erred in this approach.

Over 130 Million Radios Outside U. S., USIA Says

THERE are 130,498,400 radio sets in use outside the United States, its territories and Canada, the U. S. Information Agency said in a special report last Friday. USIA is the parent agency of Voice of America.

Information in BROADCASTING YEARBOOK, compiled by B. F. Osbahr, editor of *Electronic Industries* and *Tele-Tech*, shows a total of 143,500,000 sets in use in the U. S. at the end of 1956.

The USIA report indicated an increase of 21,697,300 radio sets outside the U. S., or about 20%, since its last similar survey, dated July 1, 1954. In addition there are 24,747,500 wired radio speakers, mostly in Eastern Europe, USIA said.

The USIA breakdown of sets in use: Western Europe, 64,737,100; Eastern Europe, 17,200,000; Arabic countries, 2,141,500; non-Arabic Asia, 4,295,600; non-Arabic Africa, 1,158,100; Far East, 19,488,000; Latin America, 21,478,100. USIA said there are 6,100,000 radio sets and 20,000,000 wired speakers in the Soviet Union.

Gray Sworn in As ODM Head

GORDON GRAY, North Carolina broadcaster-publisher-educator, was sworn in Thursday by President Eisenhower as director of the Office of Defense Mobilization. He succeeds Arthur S. Fleming, who returned to the presidency of Ohio Wesleyan U.

Tenn. Daylight Saving Time Bill

DAYLIGHT saving time—voluntary or otherwise—has been outlawed by the Tennessee legislature. The bill was passed by the state senate by a vote of 25 to 2.

Justice, IBC Prepare Proposals for Decree

ATTORNEYS for the International Boxing Club and the Justice Dept. last week were preparing decree proposals to be submitted to the U. S. District Court for the Southern District of New York. The proposals are being prepared as a result of the court's decision ruling the IBC a monopoly in the promotion of championship boxing bouts [AT DEADLINE, March 11].

Both the IBC and the Justice Dept. have 30 days to submit respective proposals as to terms that should be incorporated in the decree. It was reported that the IBC was considering the surrender of one of its two national telecasts of boxing bouts—Wednesday night on ABC-TV under the sponsorship of Mennen and Pabst and Friday night on NBC-TV under the sponsorship of Gillette.

In branding the IBC a monopoly, Federal Judge Sylvester J. Ryan touched upon the radio-tv facets of the case when he asserted:

"While the business of staging and promoting these championship boxing bouts may formerly have been 'purely local affairs,' modern management has made them vehicles by which television and radio programs may be broadcast and advertising presented with an attractive nationwide appeal. The Government has established, and I have found, that the promotion of professional championship boxing contests was had by the defendants on a multistate basis, and that it was coupled with the sale of rights to televise, broadcast and film the contests for interstate transmission. This, the Supreme Court has held, constitutes trade or commerce among the several states within the meaning of the Sherman Act.'

"As I have found in the factual findings, the Government has sustained the allegations of the complaint relating to the sale of radio, television and motion picture rights to championship boxing fights. This, the Supreme Court has held, without considering their many other interstate aspects, is sufficient to bring the business of promoting boxing contests within the Sherman Act's trade and commerce concept."

With respect to the government's antitrust action, Mr. Norris said it would not affect the IBC's two weekly televised boxing series on ABC-TV and NBC-TV.

"The antitrust suit applies to championship bouts only and, therefore, will not affect the continuance of our regular Wednesday or Friday night non-title fights," he said after conferring with IBC counsel.

"The Fullmer-Robinson middleweight title bout—which has been contracted for May 1 at the Chicago Stadium—will be held as scheduled and telecast in accordance with the existing contracts entered into several weeks ago," he added.

ABC reportedly was advised by Lester Malitz, vice president of Leo Burnett Co., and producer of the Wednesday series, that existing tv rights does not involve title bouts and can be continued. The Burnett Co. handles the Pabst account.

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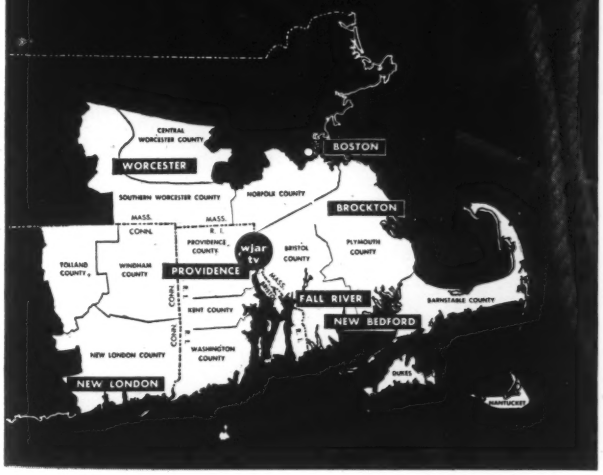

"I guess the first reason would be that we like the programs we see on Channel 10. The movies are wonderful, you have most of our favorite big time stars, your news and sports programs have stories about New Bedford, and we can't do without your weather forecasts.

Another thing that means a lot is that we get such a good picture down here on Channel 10".

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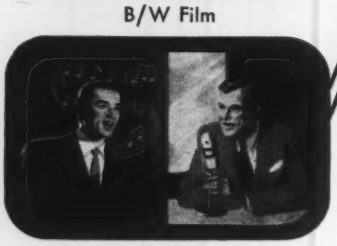

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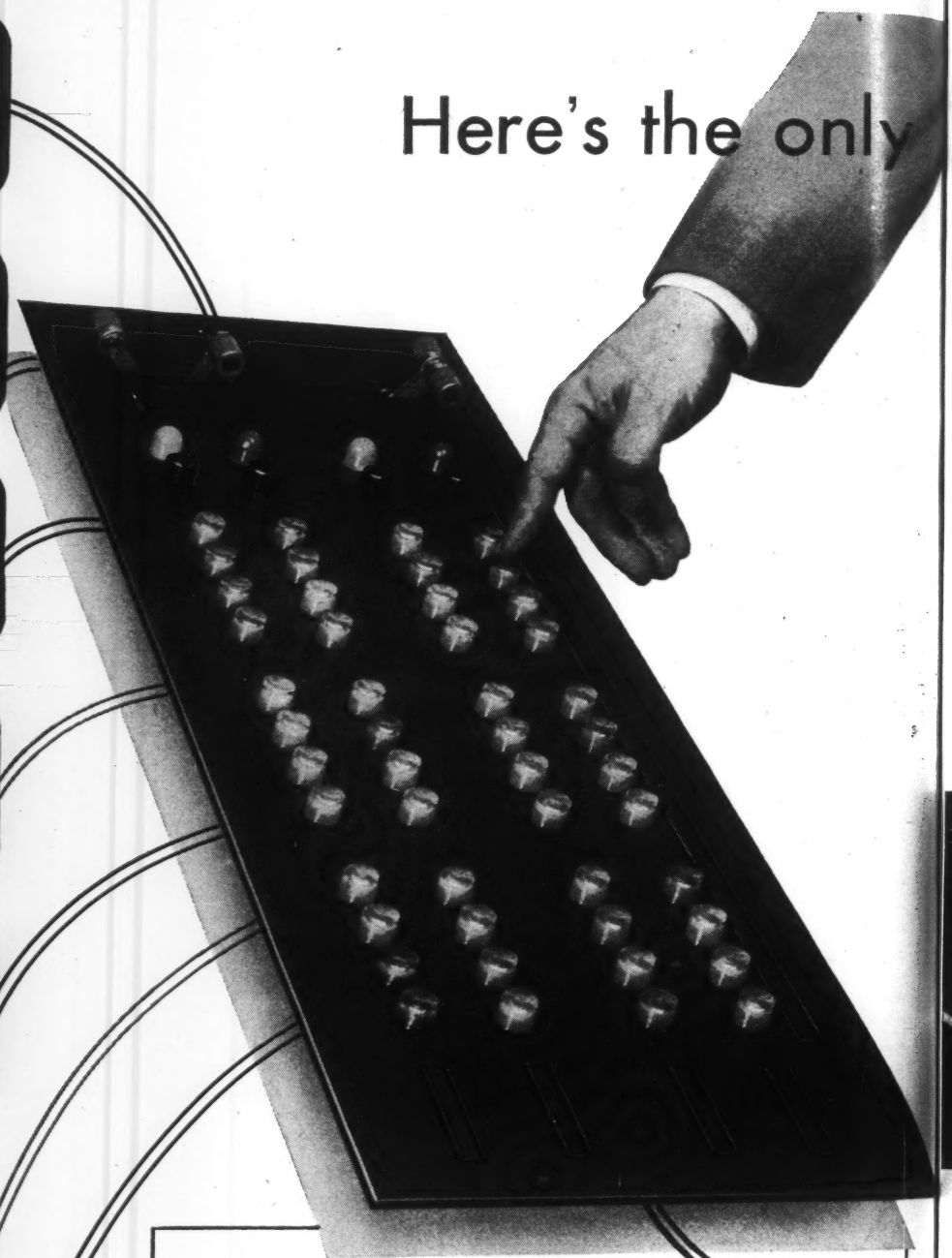

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TIME, WRATHER-ALVAREZ, KNORR HAGGARTY FILE STATION BUYS

APPLICATION for the purchase of the Consolidated Television & Radio Broadcasters Inc. radio-tv stations in Indianapolis, Minneapolis and Grand Rapids, Mich., by Time Inc. for $15,750,000 [B•T, Dec. 24, 1956] was submitted for FCC approval last week.

Time is buying all Consolidated properties, including real estate firms and an Indianapolis artists' bureau, except WFDF Flint, Mich.

Acquisition of the Consolidated properties will give Time Inc. its full complement of vhf television stations. Time already owns radio and vhf tv outlets in Denver and Salt Lake City; it is selling its KOB-AM-TV Albuquerque, N. M., to KSTP Inc. (KSTP-AM-TV Minneapolis) for $1.5 million [B•T, Feb. 11].

Last year, the Crowell-Collier Publishing Co. agreed to buy all the Consolidated radio-tv properties for $16.2 million. This sale floundered late in the year and the contract was cancelled when Crowell-Collier ran into financial difficulties. This resulted in the folding of its three magazines—*American, Collier's* and *Woman's Home Companion.*

Time Inc. radio-tv properties will be directed by Weston C. Pullen, Time Inc. vice president, named executive vice president of TLF Broadcasters Inc., Time broadcast subsidiary. Wayne Coy, former FCC chairman and present 50% owner-general manager of the Albuquerque stations, is scheduled to head Indianapolis and Minneapolis operations for Time. Eldon Campbell, Time Inc. consultant on broadcast management, who has been on special assignment with KDYL-AM-FM and KTVT (TV) Salt Lake City, will head the Indianapolis operations, and Phil Hoffman, manager of KLZ-AM-TV Denver, will head Minneapolis-St. Paul operations. Time owns 80% of the Salt Lake City properties (G. Bennett Larsen owns the other 20%), and 100% of the Denver properties (whose president-general manager is Hugh B. Terry).

The contract with Consolidated obligates Time Inc. subsidiary TLF to pay $125,000 earnest money, $125,000 with signing of agreement (signed Feb. 27), $15,196,400 at closing date, and $303,600 in escrow. The $15¾ million purchase price figures to $105 per preferred share plus dividends and $19 per share of common and Class B stock. Common and Class B stockholders also will receive one share of WFDF stock at liquidation of Consolidated.

Balance sheet for Consolidated and subsidiaries as of Nov. 30, 1956, showed total assets of $10,063,386, of which $2,831,592 were current assets. Current liabilities totaled $2,607,493; long term obligations, $2,611,607, and retained earnings, $4,725,543. Net income after taxes and minority interests for the year ending Nov. 30, 1956, was given as $767,370.

Consolidated stations, in addition to WFDF, are WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids. WFBM operates with 5 kw on 1260 kc, is affiliated with ABC and MBS. WFBM-TV on ch. 6 is affiliated with NBC. WTCN operates with 5 kw day, 1 kw night on 1280 kc and WTCN-TV on ch. 11. Both are affiliated with ABC. WOOD operates with 5 kw on 1300 kc and WOOD-TV on ch. 8. Both are affiliated with NBC. WFDF operates with 5 kw day, 1 kw night on 910 kc and is affiliated with NBC.

The WFDF balance sheet as of Nov. 30, 1956, showed total assets of $669,957, of which $106,074 was listed as current assets. Current liabilities were $73,908; long term liabilities, $85,000, and retained earnings, $211,048. WFDF showed a net loss after tax credits for 1956 of $2,532.

The balance sheet for WOOD stations, as of Jan. 31, showed total assets of $3,250,786, of which $1,429,388 were current assets. Current liabilities were listed as $842,914; long term obligations, $450,000; earned surplus, $1,624,065, and profit to date, $87,720. Replacement cost of land, buildings and equipment was estimated at $1,215,577.

The contract was given an eight month's term, renewable at the option of either party if the FCC has not acted. If the contract is breached, Consolidated receives $125,000 as damages. The contract also contains a proviso forbidding the Bitners to engage in broadcasting within a 75-mile radius of the three cities for five years.

TLF was set up by Time Inc., publisher of *Time, Life* and *Fortune* magazines, with $1,250,000 in payment for 100% ownership; $15,400,000 as a loan (repayable in 10 years with 5% interest), and $1.5 million on a 10-year, no interest note. Roy E. Larsen, Time Inc. president, is president and chairman of TLF.

Time Inc. preliminary balance sheet for Dec. 31, 1956, showed total assets of $177,158,000 with current assets of $92,640,000. Current liabilities were given as $29,865,000, long term obligations, $39,883,000 and earned surplus, $62,427,000.

Time Inc. is controlled by Henry R. Luce, who owns 21.438% of the 1,956,364 shares outstanding. Mr. Larsen owns 6%.

Time once owned WQXR New York and from 1943 to 1945 owned 12.5% of ABC.

Transaction was handled by Howard E. Stark, New York station broker, whose fee was given as $160,000, payable over 10 years.

FCC Gets KERO-TV Application

THE FCC last week was asked to approve the $2.15 million sale of ch. 10 KERO-TV Bakersfield, Calif., by Kern County Broadcasters Inc. to Wrather-Alvarez Broadcasting Inc.

FCC approval would give the Wrather-Alvarez company its third television outlet; it already owns KFMB-AM-TV (ch. 8) San Diego and holds a permit for ch. 13 KYAT (TV) Yuma, Ariz. J. D. Wrather Jr., who has interests in movie productions (including television properties *Lone Ranger* and *Lassie*), hotels, real estate and oil investments, also owns 33.4% of WNEW New York and holds a grant for ch. 44 WJDW (TV) Boston, Mass.

KERO-TV began operating in 1953 and is affiliated with both CBS and NBC. Its principal stockholders are Albert E. DeYoung, 51%, and Gordon L. Harlan, 29%.

Contract provides Wrather-Alvarez will pay $900,000 at closing date; $1,250,000 over a five-year period with 5% interest, semiannual payments. It also contains a management contract with Mr. DeYoung at $39,000 a year for six years to be general manager of the station.

Wrather-Alvarez company is owned 38.9% by Mr. Wrather, 38.9% by Maria Helen Alvarez and 22% by Edward Petry & Co., station representative firm. Mr. Wrather and Mrs. Alvarez were associated in the ownership of ch. 6 KOTV (TV) Tulsa, Okla. (sold in 1954 for $4 million to J. H. Whitney & Co.). The Petry company is 51% owned by Edward Petry, 44% by Henry I. Christal (now operating a station representation firm under his own name) and 5% by Edward E. Voynow. The Petry company owns 5% of WTVD (TV) Durham, N. C. Mr. Christal owns 3.64% of KFDM-AM-TV Beaumont, Tex.

KERO-TV balance sheet as of Jan. 31 showed total assets of $446,045, of which $304,164 were current assets. Current liabilities were listed at $129,505; earned surplus, $223,340, and January profit, $18,654. Depreciated cost of land, buildings and equipment was estimated at $112,729.

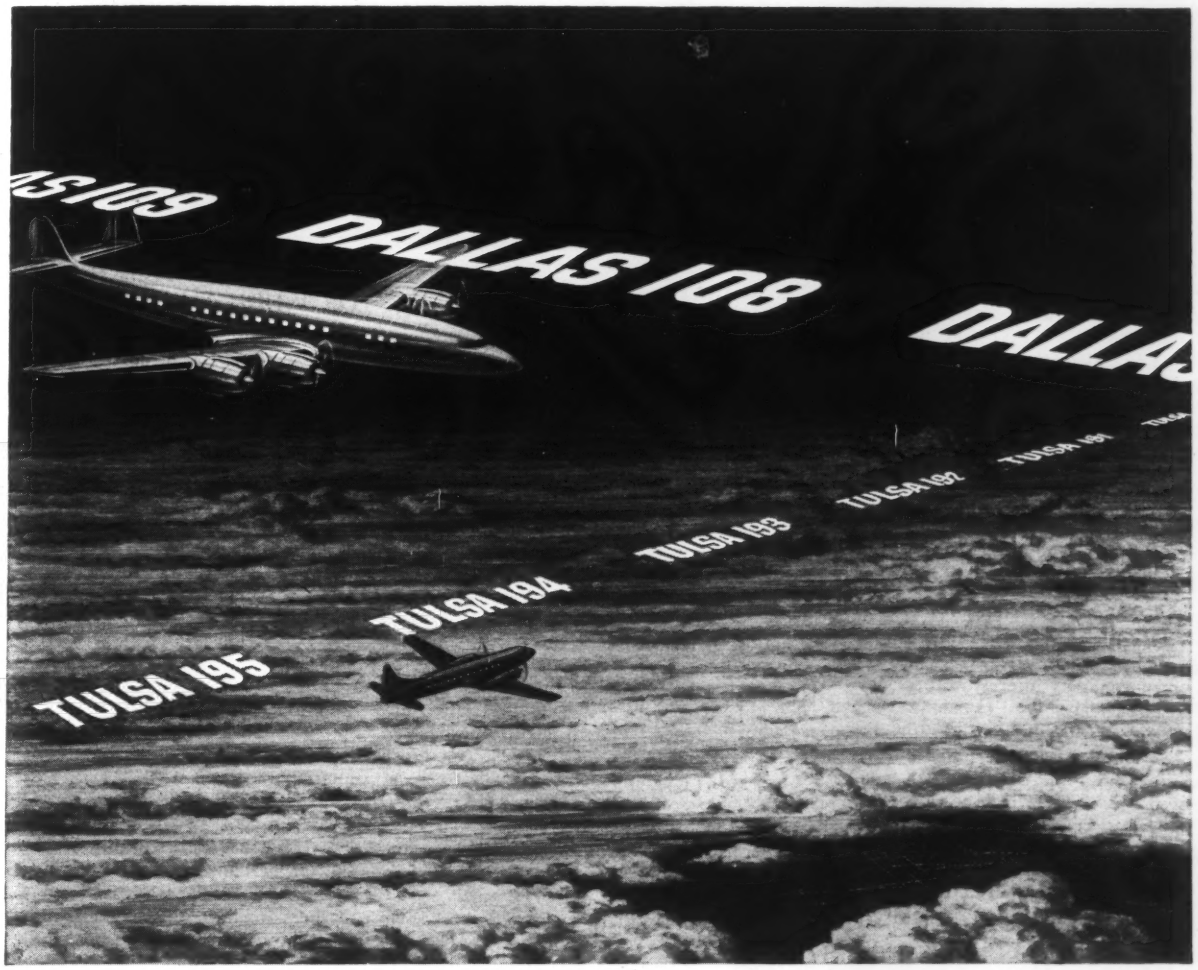
Wrather-Alvarez balance sheet as of Dec. 31, 1956, showed total assets of $4,767,419, total liabilities of $3,619,767, and retained earnings of $414,320. Net income after federal taxes was $409,983 in 1955; $399,672 in 1956.

The Wrather-Alvarez combination is involved in an internal squabble which has resulted in lawsuits against one another. Mrs. Alvarez is suing Mr. Wrather, the Petry firm and others for $10 million and Mr. Wrather has sued Mrs. Alvarez for $1,250,000 [B•T, Feb. 18].

Haggarty Files Bid

GEORGE HAGGARTY, Detroit-Houston attorney and oilman, last week asked the FCC to approve his purchase of ch. 12 KLOR (TV) Portland, Ore., for $1,794,865 from Oregon Tv Inc. [B•T, Mar. 4]. Included in the sale application was an option Mr. Haggarty has secured from Storer Broadcasting Co., for the purchase of ch. 27 KPTV (TV) Portland for $1,893,921. The option, dated Feb. 11, runs for 90 days.

Also included was a letter, dated Mar. 1, in which Mr. Haggarty informed Storer that he intended to exercise his option to purchase the NBC-affiliated uhf station. KLOR, which began operations in March 1955, is an independent. KPTV went on the air Sept. 20, 1952, as the nation's first commercial uhf station and is affiliated with NBC. Storer bought the station from Empire Coil Co., in 1954, as part of an $8.5 million



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transaction which also included what is now WJW-AM-TV Cleveland.

Mr. Haggarty, a native Texan, who is worth in excess of $3 million, acquires his first tv property with the purchase of KLOR. Principals of Oregon Tv Inc. include President Henry A. White (19.34%), Julius L. Meier Jr. (26.88%), William A. Healy Jr. (19.34%), Stephen E. Thompson (19.34%), Robert L. Sabin (7.55%) and others.

The sale contract has the provision that either party may break it if consummation has not been completed by July 1. KLOR's balance sheet, as of Jan. 31, showed current assets of $309,224, total assets $917,167, current liabilities $425,000 and deficit of $119,460. The station had a total income for the four months ended Jan. 31 of $302,603.

SOUTHERN Michigan Broadcasting Corp. (Frederick A. Knorr and associates) has asked FCC approval of its $100,000 purchase of WELL Battle Creek, Mich., from Federated Publications Inc. Federated publishes newspapers in Battle Creek, Grand Rapids, Lansing, all Mich., and Lafayette, Ind.

Mr. Knorr and associates own WKMH-AM-FM Dearborn, WKMF Flint, WSAM-AM-FM Saginaw and WKHM Jackson, all Mich., plus a majority interest in the Detroit Tigers baseball team. WELL balance sheet, as of Dec. 31, 1956, showed current assets of $29,663, total assets $37,488 and current liabilities $3,440. Allan Kander & Co., Washington broker, handled the sale.

Westinghouse Opposes Purchases by Storer

A PETITION asking the FCC to dismiss Storer Broadcasting Co.'s purchase of WMUR-TV Manchester, N. H., and sale of WAGA-AM-FM-TV Atlanta was filed last week by Westinghouse Broadcasting Co., licensee of WBZ-TV Boston.

Storer presently owns the maximum number of tv stations (five vhf and two uhf) and has contracted to purchase WMUR-TV, contingent on Commission approval to move the station's transmitter closer to Boston. To stay within the ownership limit, Storer contracted to sell the Atlanta stations to the *Washington Post*. This agreement carried a Feb. 15 deadline, which Westinghouse contends, has not been renewed.

Storer also has asked FCC approval of its purchase of WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia, and offered to dispose of either WAGA-AM-FM-TV or WBRC-AM-TV Birmingham if this sale is approved.

WBC said that it has protested the transfer of WMUR-TV to Storer, that such a transfer would be in violation of the multiple ownership rules in the absence of prior disposal (by Storer) of one of its vhf properties, that the Atlanta transfer is no longer before the Commission for consideration by its own terms, and that following the dismissal of the application to transfer the Atlanta stations, the FCC cannot grant the application to transfer WMUR-TV since Storer presently owns the maximum number of stations permitted.

Sales of WKJG-AM-TV, KOB-AM-TV, Pass FCC

SALES approved last week by the FCC were topped by the $1,924,000 purchase of WKJG-AM-TV Fort Wayne, Ind., and the $1.5 million paid for KOB-AM-TV Albuquerque.

Buying the Fort Wayne properties for one of the highest prices ever paid for a uhf station are the Truth Publishing Co. (60%), Walter R. Beardsley (25%) and Albert G. Wade (15%). Sellers include Walter L. Thoms, Clarence L. Shust, H. Leslie Popp, Earl Groth, Herbert Willis and Edward G. Thoms, who will remain with the stations as general manager.

John F. Dille Jr. is president-45% owner of Truth, which in turn owns WSJV (TV) WTRC-AM-FM Elkhart, Ind., and the *Elkhart Truth*. Mr. Beardsley is president and substantial stockholder of Miles Labs and minority stockholder of WTRC-AM-FM. Mr. Wade is president of Chicago and Hollywood advertising agencies. Channel 33 WKJG-TV is affiliated with NBC and WKJG, on 1389 kc with 5 kw, is affiliated with both NBC and Mutual.

Time Inc. and its executive, former FCC chairman Wayne Coy, sold KOB-AM-TV to KSTP Inc. to keep within Commission's five-vhf ownership rule following Time purchase of Consolidated (Bitner) properties for $15.75 million (see story, page 74), filed last week for FCC approval. Time Inc. owns KDYL-AM-FM and KTVT (TV) Salt Lake City and KLZ-AM-TV Denver and is buying Consolidated radio-tv properties in Indianapolis, Minneapolis and Grand Rapids, Mich.

Stanley E. Hubbard is president-58.55% owner of KSTP Inc., which owns KSTP-AM-TV St. Paul-Minneapolis and 23% of KWK-AM-TV St. Louis and WGTO Haines City, Fla. KOB operates on 770 kc (subject of litigation with WABC New York, Class 1-A outlet on that frequency) with 50 kw day, 25 kw night. KOB-TV is on ch. 4 and both stations are NBC-affiliated.

Sale of WKNK Muskegon, Mich., for $150,000 to WRGD Grand Rapids, Mich., by Nicholas and Gladys Kuris was approved. WKNK is an independent on 1600 kc with 5 kw. WRGD President Paul F. Eichorn said a change in the WKNK call letters would be sought from the FCC.

W. C. Courson and Fred L. Watkins, WHIE Griffin, Ga., announcers, received FCC approval for their purchase of that station for $100,000 from John A. Boling. Mr. Boling also owns WHBO Tampa, Fla., and 50% of applicant for new am in Dublin, Ga. Independent WHIE is a daytime only station on 1320 kc with 1 kw.

Also approved by the Commission was the sale of 75% of KTXL-TV San Angelo, Tex. Equal-owners B. P. Bludworth and A. D. Rust sold 50% to Lewis O. Seibert for $32,288 and assumption of obligations and Mr. Rust sold his remaining 25% to San Angelo businessman Roy H. Simmons for $50,000. Mr. Bludworth retained 25% of the ch. 8 NBC affiliate. Mr. Seibert also owns 99% of KGKL San Angelo and 45% of KPLT Paris, Tex.

CRAVEN TO ADDRESS FCBA

FCC Comr. T. A. M. Craven will be the featured speaker at the March 22 luncheon meeting of the Federal Communications Bar Assn. in the Willard Hotel, Washington. The engineering commissioner will discuss television allocations problems and will comment on what is known as the Craven Plan.

'Boston Globe' Asks Hearing On WHDH-AM-FM Renewal

THE *Boston Globe* petitioned the FCC last week to set for hearing the license renewal applications of WHDH-AM-FM Boston. The stations, whose licenses expire April 1, are owned by the Boston Herald-Traveler Corp. (*Boston Herald* and *Traveler*). The move followed charges by the *Globe* last month that the Herald-Traveler was attempting to force a merger between the two newspapers, or force the *Globe* out of business. The *Globe* also charged that Herald-Traveler principals threatened to use the tv station (for which it is an applicant and for which it is reportedly the favored applicant) as an adjunct of the newspaper.

These pleadings were made when it was reported that the Herald-Traveler was due to receive the Boston ch. 5 grant by the Commission but which has not yet been announced [B•T, Jan. 21].

In last week's pleading, *Globe* asked the FCC conduct an inquiry into the Herald-Traveler's use of the radio stations, which, the *Globe* claimed, were being used to promote the newspaper's interests.

The Boston newspaper imbroglio has been brought to the attention of the Dept. of Justice by the FCC, it was understood, and the Justice Dept. has sent an investigator to Boston to look into the situation [CLOSED CIRCUIT, March 4]. Rep. Emanuel Celler (D-N. Y.) has also expressed an interest in the charges.

WSTV-TV Cancels Application

WSTV-TV Steubenville, Ohio, last week withdrew its application to move its transmitter nearer Pittsburgh and increase power from 234 kw to 302 kw. The ch. 9 CBS affiliate's transmitter presently is located 1.3 miles south of Steubenville with antenna 950 ft. above average terrain. WSTV-TV had sought authorization for a location 3.5 miles north of Pittsburgh with antenna 1,022 ft. above average terrain. The proposed move had been protested by WENS (TV) and KWKA-TV, both Pittsburgh.

FCC Grants Glendive Ch. 5

THE FCC last week granted one construction permit for a new tv station and there was indication that another is forthcoming. Glendive Broadcasting Corp., Glendive, Mont., was granted ch. 5, 4.6 visual power. Permittee is Lewis W. Moore, owner of KXGN Glendive. In the ch. 19 Victoria, Tex., hearing the withdrawal of Victoria Television Co. left Allkek Television Co. the only applicant making it likely that Allkek will receive ch. 19.

NBC Takes Its Stand On Losing Phila. Ch. 3

NBC last week filed with FCC its opposition to the petition to move ch. 3 from Philadelphia to Atlantic City, N. J. [B•T, March 4, 11]. The proposal was advanced by David E. Mackey, permit holder of ch. 52 WONC (TV) Atlantic City, on the ground that only one vhf channel was assigned to the state of New Jersey and that was actually in the New York metropolitan area (WATV [TV] Newark, N. J., ch. 13).

Gist of NBC's opposition and requested dismissal of the WONC petition was that the FCC officially declared in the 1952 Sixth Report there was no difference between vhf and uhf channels insofar as allocations are concerned. Therefore, NBC pointed out, the entire allocation to both states must be taken into account. In addition, it emphasized, if there is merit in the argument that New Jersey should have more assignments, it is not necessary to remove a channel from Philadelphia, the fourth market in the country, nor is it necessary to assign it to Atlantic City, the 147th market in the U. S.

Ch. 3, now occupied by NBC's WRCV-TV Philadelphia, has been operating as an NBC affiliate since 1941, the network pointed out. It operates more than 125 hours a week and serves almost 6,321,494 people who reside in its Grade B contour.

WONC was granted ch. 52 in 1953. Mr. Mackey bought the construction permit in 1954 for slightly more than $10,000, NBC said.

NBC said if WONC's point is sustained, "the whole structure of present day television is in jeopardy because it is based upon a table of allocations which allocates all channels (vhf and uhf) as a unit and not upon two plans—one for vhf and one for uhf."

NBC also noted that there is no "surplusage" of vhf assignments in Philadelphia. It cited the following cities, each with four vhf assignments: St. Louis, ninth market; Washington, tenth; Minneapolis-St. Paul, 13th, and Denver, 26th.

New Jersey, NBC said, "probably has more television service available than any other state in the Union for much of the state receives service from New York City or Philadelphia or both."

WIIC (TV) Gets Close To Pittsburgh Ch. 11 Grant

ANOTHER plateau was reached last week by WWSW Inc. in its effort to bring Pittsburgh its second commercial vhf station. The FCC announced that it has instructed its staff to prepare a document affirming the Commission's July 22, 1955, grant of ch. 11 there to (WWSW [TV]).

The grant had been protested by ch. 16 WENS (TV) Pittsburgh, which sought to have its application for the channel accepted by the FCC. Late in February, WWSW and WENS reached an agreement whereby the uhf station withdrew its protest [B•T, March 4]. WENS was paid $200,000 for

7 ways to sell Flint!

Sell Flint the easy way! Pick the show that's right for your product . . . on the station that sells the Flint market best. 1. Dan Hunter sells with music and audience participation weekdays, 4:05-5. 2. Bud Haggart plays music for adults, mornings from 6 to 9:45. 3. Smilin' Max sells the country set from 5:05 to 6 every afternoon. 4. Sterling Campbell plays the best from "Many, Many Albums" Monday thru Thursday nights. 5. Bill Geyer teams with Bud Haggart for live music on the "Blues Chasers," M-F, 12:15 to 1. 6. Betty Clarke has news for homemakers, 1:55-2 each afternoon. 7. Dan Price plays the "Nicest and the Newest" for busy housewives, 1:05-1:55 each weekday.

wfdf

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expenses and $300,000 for its real estate by WWSW.

WENS applied for the channel following an agreement reached between the two original applicants WWSW and WJAS Pittsburgh, whereby WJAS was given a three-year option to purchase 50% of WWSW Inc. WENS appealed to the courts and received a court order staying the grant until the Commission ruled on the uhf station's petition for a rehearing.

Ch. 4 KDKA-TV is the only commercial vhf station in Pittsburgh.

Appeals Court Rules 'Marko' Not A Lottery

TELEVISION stations and the Caples Co., Chicago advertising agency, had a green light last week from the U. S. Court of Appeals that *Play Marko* is not a lottery.

The program, a bingo-type game tailored for tv broadcasting, may be undesirable, Circuit Judge David L. Bazelon wrote in the majority opinion (for himself and Judge Charles Fahy), but it is not enough to "brand those responsible as criminals." Circuit Judge John A. Danaher dissented.

The problem arose in 1955 when the FCC issued a show cause order why a cease and desist order should not be issued against KTLA (TV) Los Angeles, implying that the bingo-type program violated the lottery statutes. The Los Angeles station then cancelled the program. The Caples Co., owner of the program, sought an injunction against the FCC in the U. S. District Court in Washington, but this was dismissed as premature. The Chicago advertising agency then asked the FCC for a declaratory ruling. This was issued by the Commission last year, holding the game was a lottery. The appeal which resulted in last week's court decision followed.

At issue in the proceeding was whether the requirement that a viewer pick up a bingo card from retailers stocking sponsors' products was consideration in the sense of the lottery laws. A lottery is defined as the giving of a prize according to chance for a consideration. The court majority held that determining that this was consideration would be " 'stretching the statute to the breaking point to give it an interpretation that would make such programs a crime.' " The quoted words are from the 1954 Supreme Court decision reversing the FCC's regulations regarding what constituted a lottery.

Judge Danaher held that this is a specific finding on a specific case, as recommended by the Supreme Court in its lottery decision. Judge Danaher felt that the necessity for a player to go to a specified retail outlet could be considered consideration in the terms of the lottery law. He also felt, he said, that since the advertising agency arranges the "stake" for the player—through arrangements with sponsors for prizes, for distribution of the cards, the production staff, etc., this provides consideration "as surely as though the operator of a roulette wheel staked a player to join in a game at the casino."

MIAMI CH. 7 CASE REMANDED TO FCC

- **Appeals Court reverses grant**
- **Decision means new hearing**

THE FCC erred when it decided that the consulting contract between Niles Trammell and NBC was not adverse to Biscayne Television Corp., winning applicant in the long-drawn out Miami ch. 7 case, a unanimous three-judge U. S. Court of Appeals panel ruled last week.

The court remanded the case to the FCC for further proceeding. It noted that its decision does not "necessarily" disqualify Biscayne.

Biscayne won the vigorously contested Miami ch. 7 grant early last year over three other applicants: Sunbeam Television Corp. East Coast Television Corp., and South Florida Television Corp.

Biscayne is composed of principals of the co-owned *Miami News,* the Knight-owned *Miami Herald* and Mr. Trammell, former NBC president, who owns the middle 15% interest.

At the time of the hearing on applications, the *Miami News* also owned WIOD Miami and the *Herald,* WQAM Miami. The latter was sold in mid-1956 to Todd Storz for $850,000 in order to comply with FCC rules prohibiting the ownership of two outlets in the same service area by one firm. WIOD became WCKR owned by Biscayne. The ch. 7 WCKT (TV) began operating in the summer of 1956, with an NBC affiliation.

Mr. Trammell, informed of the court order Thursday, said he regretted the decision, but declined to make a statement until he had read the details of the opinion. WCKT will continue to operate, he said, since the court did not order a discontinuance, he noted. "Under established procedures, Station WCKT will continue its normal operation as heretofore, pending final resolution of the problems presented," Mr. Trammell stated.

The court's opinion was written by Circuit Judge Charles Fahy, for himself and Judges Wilbur K. Miller and George Thomas Washington. Judge Fahy pointed out that Mr. Trammell's consulting contract with NBC still had four years to run, that the compensation was $25,000 yearly, and that the "contract provides that Mr. Trammell will do nothing in conflict with the interests of NBC and that he can be called upon for advice with respect to sales, station problems, talent, films and general policy matters."

Citing Mr. Trammell's important position in Biscayne (he is president and general manager) Judge Fahy declared that the failure of the FCC to cite his contract with NBC as an adverse factor for Biscayne "was a departure from the Commission's established policy that it is desirable for local television stations and network organizations to be independent of each other, and thus to assure that networks can freely compete for affiliation with local stations, and local stations freely compete for network affiliation. . . ."

The decision continued:

"A person under contract to do nothing in conflict with a particular network of the scope of NBC, from which he receives compensation of $25,000 per annum, considered with other provisions of the contract to which we have referred, is contractually bound to the interests of the network, though not by the ordinary employe-employer or officer-company relationship. He is an agent 'serving two principals whose interests may not always coincide.' Mr. Trammell's relationship with NBC is of a character that is not unlikely to affect Biscayne's choice of network affiliation, and NBC's choice of a local outlet in the Miami area."

In a reference to the fact that Biscayne involved the amalgamation of two newspaper and radio interests, Judge Fahy noted that although Biscayne received preferences over other applicants in past broadcast experience and past records of its principals, this may have resulted from their "concentration of media of mass communication, which is itself an adverse rather than a preferential factor."

Bay Area, Rochester Oral Arguments Held

AN APPLICANT'S proposed service to its coverage area was attacked vigorously before the FCC last week during oral argument on the Oakland-San Francisco ch. 2 case. Counsel for San Francisco-Oakland Tv Inc. and Tv East Bay Inc. argued that a grant to the third applicant, Ch. Two Inc. (which was favored in an examiner's initial decision), would be contrary to a Commission ruling in the grant of ch. 8 Petersburg, Va., to Petersburg Tv Corp. (WXEX-TV).

Ch. Two Inc.'s application proposes to concentrate its programming and advertising on the East Bay (Oakland) area, locating its only studio in Oakland. The other applicants proposed main studios in Oakland with auxilary studios in San Francisco, while programming for both areas. Examiner Thomas H. Donahue leaned heavily on the "service philosophy" of Ch. Two in favoring that applicant [B•T, June 25, 1956].

In the Virginia grant, the Commission ruled that "Petersburg Tv Corp. merits a distinct preference on the basis of its service philosophy since it . . . will also program for the entire service area in contrast to Southside Virginia Telecasting Corp.'s limited concept of service (i. e., to Petersburg and southside Virginia only)."

The Broadcast Bureau also questioned the initial decision in that it was not consistent with the Petersburg ruling it said.

Ch. Two counsel stated that there are presently four stations operating in San Francisco and that Oakland needed the local service proposed by his client.

Tv East Bay is owned by Edwin A. Pauley (60.85%, Donald A. Norman and others; Ch. Two by Mr. Kennedy (10%), his stepson Stoddard P. Johnston (35%), Howard L. Chernoff (5%) and 50% by Oakland citizens, none owning more than 5%, and San Francisco-Oakland by Ward Ingram, William Pabst and Harry Lubke.

A second oral argument was held on the Commission's 1953 sharetime grant of ch.

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is to distinguish between Production and Productivity.

Higher production could mean nothing more than additional employees turning out the SAME AMOUNT of goods per employee.

Higher productivity means MORE goods turned out per employee.

Higher productivity started when some human being took a piece of stone broader than his hand and scooped more dirt with this tool than he could with bare fingers.

Productivity is raised today when management invents, buys, and engineers into manufacturing processes new tools to increase its employees' output. Increased productivity raises the standard of living by raising earning power.

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10 Rochester, N. Y., to WHEC-TV and WVET-TV. The grant, which was affirmed by an examiner's initial decision last summer [B•T, Aug. 13, 1956], had been protested by WSAY Rochester.

Counsel for WSAY, owned by Gordon P. Brown, charged that operations of the Gannett radio-tv (WHEC-TV) and newspaper properties constituted a monopoly; questioned financial qualifications of WVET-TV; and charged that the two stations fixed rates between them, and that the sharetime stations tied-up two network affiliations, which kept a uhf station from operating in Rochester.

WVET-TV counsel denied that any advertising policies existed which would adversely affect its qualifications as a licensee. WHEC-TV cited figures to show that Gannett has no communications monopoly and denied any discrimination against WSAY in the Gannett papers.

Ch. 10 Miami Grantee Hit In Protests Filed With FCC

NATIONAL Airlines subsidiary Public Service Tv Inc., grantee of ch. 10 Miami, was attacked on three fronts last week in petitions to the FCC. Protestants were ch. 17 WIIV (TV) Ft. Lauderdale, Fla., and losing applicants North Dade Video Co. and L. B. Wilson Inc.

Both North Dade and Wilson contended that their applications should have been granted, asked for a stay of the grant to Public Service and that the record be reopened. North Dade also asked for oral argument. In asking for a stay of the grant, WITV said the Commission, in effect modified its license (through the grant of ch. 10) without either the show cause procedure or a hearing, as required by the Communications Act. The uhf station claimed the grant would cause it to cease operations.

Construction Permits Granted By FCC for Four AM Stations

FCC granted construction permits for four new radio stations last week.

Ashburn, Ga.—Thomas D. Pickard, 1570 kc, 1 kw daytime. Mr. Pickard has real estate interests.

Idaho Falls, Idaho—J. Ronald Bayton, 980 kc, 1 kw daytime. Mr. Bayton also owns KYTE Pocatello, Idaho, and 50% of KOFE Pullman, Wash.

Bastrop, La.—Bastrop Broadcasting Co., 1340 kc, 250 w unlimited. Bastrop co-owners are George H. Goodwin, theatre interests, and Willis G. Newcomer, real estate and automobile interests.

Farmington, N. M.—Herman A. Cecil, 960 kc, 1 kw daytime. Mr. Cecil is commercial manager of KOST Texarkana, Ark.

Senate Gets U. S.-Mexico Pact

THE five-year agreement between the United States and Mexico on use of the standard radio broadcasting band—signed at Mexico City Jan. 27 [B•T, Feb. 11, 4]—was received by the Senate last week and referred to the Senate Foreign Relations Committee.

FTC MONITORS KEPT 'VERY, VERY BUSY'

- **Check on media ads in force**
- **Number of frauds not told**

A Federal Trade Commission spokesman has refused to say how many fraudulent and misleading radio-tv commercial cases under the agency's new radio-tv monitoring system have been turned over to trial attorneys as a first move toward issuance of formal FTC complaints. But T. Harold Scott, head of the FTC's new radio-tv advertising monitoring unit, admitted the unit has been "very, very busy."

The monitoring setup has been in full operation at the FTC's nine regional offices throughout the country, following a month's trial period at three of the regional offices [B•T, Jan. 14] and the first batch of FTC complaints is expected at any time.

The imminence of the first group of complaints follows closely the FTC's announcement that it has inaugurated a long-expected policy of liaison with the FTC. Under the liaison, the FTC will furnish the FCC with identification of radio-tv stations which carry advertising challenged by the FTC in a formal complaint or against which the FTC has issued a "cease and desist" order [B•T, March 4]. (Also see editorial, page 116).

Since the initial cases have been processed by the monitoring unit, they now presumably are being re-screened and formal complaints being drawn up by attorneys in the FTC's litigation bureau under Joseph E. Sheehy, director. Trial attorneys in the litigation bureau receive cases adjudged by the monitoring unit to be "of interest." A case which the trial attorneys feel will hold up is processed and presented to a member of the five-man commission, who in turn presents it to the full body to decide whether a formal complaint should be issued.

Few Formal Complaints

Not all—and in fact only a small number—of the cases in which an initial investigation is made reach the stage of a formal FTC complaint, according to Mr. Scott. An overwhelming number of the investigations are closed, he said, because somewhere along the line the FTC finds there are not enough facts or legal grounds to back up the investigation; the FTC lacks jurisdiction in the case; the allegedly offending advertiser is contacted by FTC staff members, agrees to discontinue the disputed practice and gives the assurance it will not be resumed; the case involved is relatively "small" in comparison with other complaints to the FTC; or the case arises mainly from "private controversies."

Unless the FTC reaches the stage of formal complaint, the name of the advertiser is withheld from the public and he suffers no possibly adverse publicity.

As to identification of individual radio-tv stations, networks, newspapers, magazines and other media involved in FTC's formal complaints, the agency in most cases does not identify the station, network or publication.

Mr. Sheehy explained a fortnight ago, however, that the FTC has no "hard and fast" policy on whether a station or publication may be identified in the complaint. The complaints are drawn up by individual attorneys in the litigation bureau under Mr. Sheehy, he said, and each attorney has his own ideas as to what seems to be the "best pleading in a particular case."

Generally speaking, he said, attorneys drawing up these complaints do not "go out of their way" to identify persons and firms who are not charged with misleading advertising, such as stations and publications which carried the challenged advertising.

But the individual lawyer is given leeway to draw up the complaint as he sees fit, and sometimes he may feel it is necessary to specify the station or publication to "show the type of thing he is talking about," Mr. Sheehy indicated.

Mr. Sheehy said FTC's liaison policy with the FCC—in which the FTC will furnish the FCC with the identification of stations and networks involved in the challenged advertising—will not affect the present method of drawing up complaints. The FTC will furnish the station identifications to the FCC on a separate document, he said.

AT&T Off-Air Relay Tariff To Be Investigated by FCC

AT&T's new tariff for off-the-air relay of tv programs from a major city to tv stations in smaller cities [B•T, Feb. 18] is going to be investigated by the FCC.

The Commission last week ordered the investigation to determine the reasonableness of the charges. It also made Collier Electric Co. a party in the investigation. Collier has been fighting AT&T for permission to establish a privately-owned microwave system to bring Denver tv signals to community antenna systems in Sterling, Colo., Sidney and Kimball, Neb.

AT&T offered off-the-air pickup and relay early in 1955, when many small city stations objected to the cost of regular, interconnected service. The off-the-air rates were tailored for each customer. The new general tariff for this service is based on the type of equipment plus terminal charges, with penalty provisions for less than three years use. The company said the new rates could mean a reduction of about $42,000 in the aggregate, or 17% annually to its existing 10 customers.

Bill Would Extend Licenses

A BILL to increase the period of broadcast licenses from three to five years was introduced last week at FCC request by Rep. Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee. Provisions of the bill (HR 5935) are the same as those in a measure proposed in January by Rep. Gardner R. Withrow (R-Wis.) [B•T, Jan. 28].

DEINTERMIXTURE RULINGS HIT

FIRST official repercussions to the FCC's deintermixture actions [B•T, March 4] were received by the Commission last week. They involved the Commission's actions in St. Louis, Terre Haute, Ind., and Hartford, Conn.

Last Wednesday the Commission gave ch. 36 KTVI (TV) St. Louis temporary authority to operate on ch. 2, effective April 15, and Thursday received a blistering attack on the action from Lon Hocker, St. Louis attorney and head of an organization which plans to file for the same facility.

Mr. Hocker, president of Louisiana Purchase Co., wired the Commission that his firm has purchased the site formerly occupied by ch. 14 KACY (TV) Festus, Mo. (whose cp has been deleted), and is preparing to seek temporary authority to operate on ch. 2, as well as to file an application for the channel. In requesting an immediate stay of the authorization, Mr. Hocker said: "We regard today's action . . . so quickly as to foreclose opportunity of others to show that temporary grant to them would better serve public interests, as in violation of due process of law" and in contravention of the Communications Act.

FCC shifted ch. 2 from Springfield, Ill., and assigned it to St. Louis and Terre Haute, Ind., in the action that made Springfield all uhf. KTVI had requested temporary use of the vhf channel March 8, using its present transmitter and antenna site until a permanent location meeting mileage separations from the Terre Haute facility could be selected. Mr. Hocker said his site meets these requirements (Terre Haute is approximately 150 miles east of St. Louis).

The Commission's order last week specified General Electric transmitter and antenna, with power not to exceed 100 kw and antenna 591 ft. above ground. The authorization is good until the outcome of any proceeding required by applications for the vhf facility.

Ch. 10 WTHI-TV Terre Haute, Ind., Thursday applied for ch. 2 there. Owned principally by President Anton Hulman Jr., it is Terre Haute's only operating tv station. It is affiliated with all three networks and has been on the air since July 1954 with 316 kw.

Conn. Stations Protest

Three Connecticut Valley uhf stations—WWLP (TV) Springfield, Mass.; WRLP (TV) Greenfield, Mass., and WHYN-TV Springfield-Holyoke—protested failure of the Commission to delete ch. 3 (WTIC-TV) Hartford. They asked for a stay of FCC action lifting WTIC-TV's "no construction" stipulation pending the filing of a petition for reconsideration.

The stations said they would show in detail the inconsistent positions which key members of the Commission have taken in the deintermixture actions. "Certainly no *single* factor can explain the results reached in Hartford and Madison [a single commercial v was left in Madison, Wis., in the middle of a predominantly uhf area] cases on the one hand and the diametrically opposite actions taken in the other deintermixture cases."

The protestants pointed out that there are more operating uhf stations in the Connecticut Valley area (six) than any other section involved in the deintermixture proceedings. Both WWLP and WHYN are on the air, while WRLP (satellite of WWLP) is not.

In the cases decided so far, the Commission added vhf channels to 10 cities and took v's away from five. Gaining v's were St. Louis; Terre Haute; Davenport, (Iowa)-Rock Island-Moline (Ill.); Louisville; Santa Barbara, Calif., and Syracuse, N. Y. Losing lower band channels were Springfield; Peoria, Ill., Evansville, Ind.; Fresno, Calif., and Schenectady, N. Y.

Still to be acted on are proposals to add vhf channels to Miami, Norfolk, Charleston and Columbia, S. C., and Duluth, Minn.-Superior, Wis.

St. Louis Ch. 11 Applicants Ask FCC to Reopen Record

TWO applicants for ch. 11 in St. Louis (220 Tv Inc. and St. Louis Telecast Inc.) last week asked the FCC to reopen the record and delve into the activities of CBS

IN SAN ANTONIO—
MOVIES ARE BETTER THAN EVER!
Especially on
Channel 12's 20TH CENTURY THEATRE
• 10:20 PM NIGHTLY
• CLASS B RATE
• NO PREMIUM!
channel 12 KONO TWELVE SAN ANTONIO
REPRESENTED BY: H-R TELEVISION, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
CLARKE BROWN CO.
DALLAS • HOUSTON • ATLANTA • NEW ORLEANS • DENVER

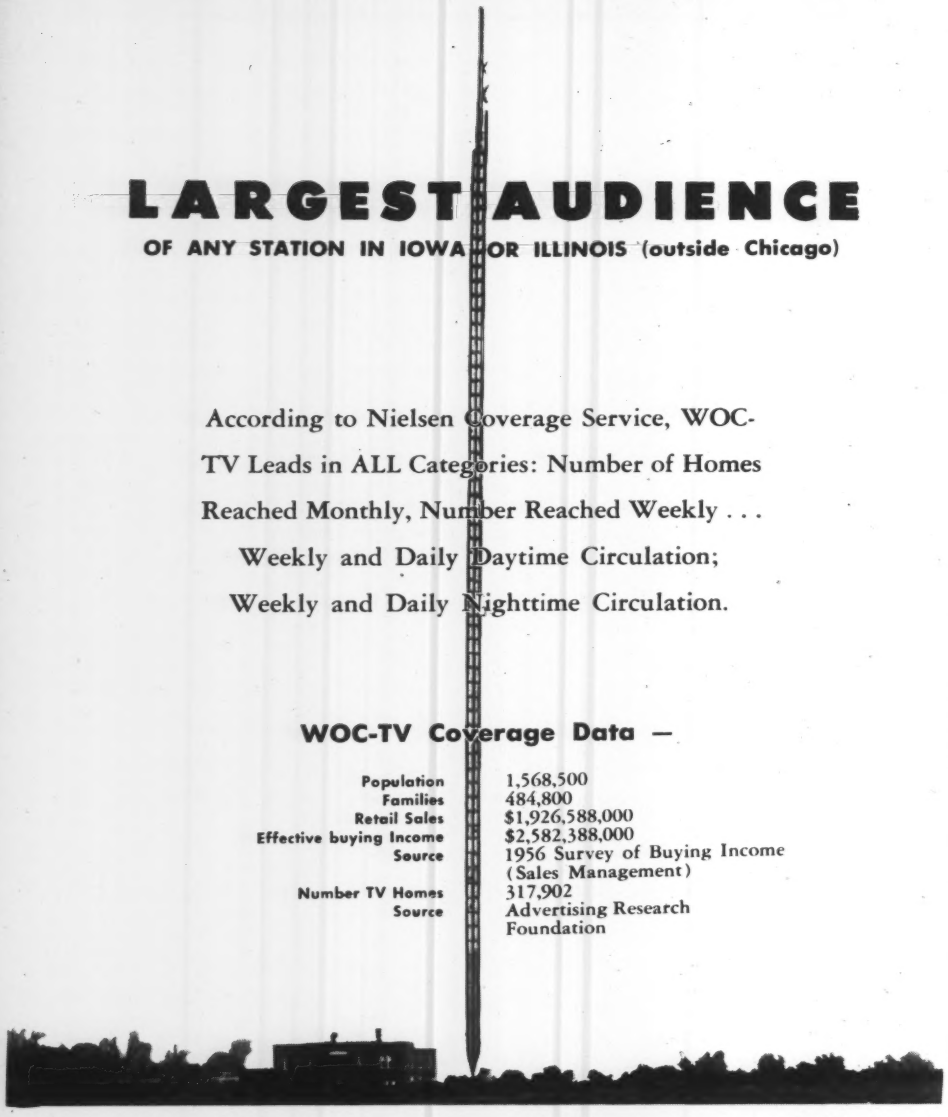
LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV Coverage Data —

Population	1,568,500
Families	484,800
Retail Sales	$1,926,588,000
Effective buying Income	$2,582,388,000
Source	1956 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation



WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

United Press Facsimile Newspictures and United Press Movietone Newsfilm Build Ratings

(a third applicant) after the record was closed. They asked that the Commission determine whether "CBS has been guilty of multiple and serious violations of the anti-trust laws" and if "the practices of CBS and its progressively greater nationwide dominance in the broadcast field require a denial of its instant application."

Record in the case was closed Dec. 3, 1954, and CBS received a favorable initial decision last September. It has been reported that a final grant will be made to CBS by the Commission [B•T, Jan. 21]. Other applicants for the channel are St. Louis Amusement Co. and Broadcast House Inc. CBS owns three vhf stations (New York, Chicago, Los Angeles) and two uhf's (Milwaukee and Hartford, Conn.).

Right to Courtroom Coverage At Stake in Florida Hearing

THE right of a tv newsman to report in a corridor outside a courtroom is at issue in Leon County Circuit Court, Florida, at a hearing to be held Wednesday. A court test of the refusal of Jack Murphy, tv cameraman for WTVT (TV) Tampa, Fla., to abide by a court order to destory corridor film footage follows sentencing of the newsman last Monday.

City Judge John Rudd, of Tallahassee, held Mr. Murphy in contempt March 4 when he shipped his film to WTVT instead of destroying it as ordered by the court [B•T, March 11]. Mr. Murphy was sentenced to pay a $100 fine or serve 30 days in jail. He also was sentenced to a brief mandatory jail confinement while a writ of habeas corpus was being obtained. This was a technical de-detail to satisfy legal requirements. The writ was signed by Circuit Judge W. May Walker who was holding court at Crawfordville, Fla.

Mr. Murphy was in custody 3½ hours at the Tallahassee police station while the writ was being obtained, permitting a court test of the city judge's right to order destruction of pictures taken outside his courtroom. Judge Rudd argued his jurisdiction extends to the corridor because it is used as a witness room.

Bill Would Stop Broadcasting Of Horse, Dog Racing Information

A MEASURE which would prohibit the transmission of certain gambling information (pertaining to horse and dog racing) in interstate commerce by communications facilities has been introduced in the Senate by Sen. Warren Magnuson (D-Wash.), chairman of the Senate Interstate and Foreign Commerce Committee [B•T, Jan. 14].

The bill (S 1367) is a perennial measure introduced by the committee chairman at the request of the Justice Dept.

Weston Named Lee Assistant

ROBERT G. (BUD) WESTON, with the FCC since 1943, has been named engineering assistant to Comr. Robert E. Lee, replacing William Campbell. Mr. Campbell has moved to the FCC Network Study Staff as a consultant. Mr. Weston most recently was an electronics engineer with the Broadcast Bureau's Rules & Standards Div.

New addition to the "family!"

Dolores Taschner has been helping make transistors at our Allentown (Pa.) Works for a little over a year. She is one of the many people who have joined Western Electric recently. They have swelled the size of our "family" from 94,000 to 132,000 during the last two years.

Why the increase? You can look in your community for the reasons . . . to the new families and businesses in town requiring telephone service or more of it. For it's our job—as the manufacturing and supply unit of the Bell System—to help the Bell telephone companies meet the demand for more telephone service. And our new people—guided by our veteran workers—are helping us make more telephones, more wire, more cable, more central office switching equipment...things that help provide even better Bell telephone service for you and your community.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

Obviously OUTSTANDING . . .

WMBD

NIELSEN

Monthly Coverage

WMBD	61,870
Station X	27,360
Station Y	26,680
Station Z	23,220

WMBD

PULSE

Average Share of Audience			
	6 AM Noon	Noon 6 PM	6 PM 12 Mid
WMBD	38	36	40
Station X	16	18	24
Station Y	20	18	23
Station Z	11	11	--

FOR 30 YEARS First IN THE HEART OF ILLINOIS

WMBD

PEORIA

CBS RADIO NETWORK • 5000 WATTS

Peters, Griffin, Woodward, Inc., Nat'l Reps.

IRE MEET OPENING TODAY OFFERS WORLD'S BIGGEST TECHNICAL SHOW

LATEST developments in electronics will be talked about in technical papers, exhibited and discussed at this year's national convention and Radio-Tv Engineering Show of the Institute of Radio Engineers which opens today (Monday) in New York.

As expressed by IRE, the "lion's share of this year's major advances in . . . electronics will be revealed . . . (at the) world's largest gathering of scientific brainpower and equipment."

IRE will be host to 50,000 engineers and scientists expected at the four-day conclave at the Waldorf-Astoria Hotel and Coliseum from all over the U. S. and 35 foreign countries. The electronic influx will fill some 70 Manhattan hotels.

Last week, more than 500 giant trailer-trucks were arriving in New York from all parts of the country, bringing electronic equipment for the 800-odd exhibits that will fill all four floors of the Coliseum. An army of 2,000 workmen worked around the clock since Wednesday to set up the $10 million display.

When the Coliseum's doors open today at 10 a.m. for visitors, some 17,000 different pieces of apparatus—occupying 2½ miles of booths—will be ready for display. Much of the apparatus itself will be in actual operation requiring a million w of electrical power a day to keep it going. IRE claims that the Radio Engineering Show, which the IRE holds annually in connection with the convention, will be the largest and most complete technical exhibition ever staged anywhere.

55 Technical Sessions Set

During 55 technical sessions at the Waldorf-Astoria and Coliseum, some million words or more will be spoken in formal presentation of more than 280 papers, covering almost every field and phase of the modern world of electronic science. Reports will cover the 24 main branches of the art, ranging from radio astronomy and medical electronics to color television and high fidelity.

From 2:30 to 5 p.m. today, technical talks to be held in the Waldorf's Astor Gallery, Starlight Roof, Jade Room, Sert Room, Grand Ballroom, and in the Coliseum's Morse Hall, Marconi Hall and Faraday Hall will range from "Non-Linear Control System" to "Solid-State Devices." Technical sessions on Tuesday will begin at 10 a.m. and 2:30 p.m. with two special symposium sessions at 8 p.m. on the Starlight Roof and Faraday Hall.

On Wednesday evening, following daytime technical sessions at 10 a.m. and 2:30 p.m., institute members and guests will attend the annual dinner in the Waldorf-Astoria Grand Ballroom. Speaker will be Dr. John A. Hannah, president of Michigan State U. and former assistant secretary of defense for manpower. John T. Henderson, IRE president, will announce the institute's annual awards. The toastmaster will be Rear Adm. Charles F. Horne, Ret., USN, now of Convair Corp. Spokesman for 75 new fellows will be Maj. Gen. John D. O'Connell, U. S. Army Signal Corps.

The institute's highest technical award, the Medal of Honor, this year will go to Julius A. Stratton, chancellor of the Massachusetts Institute of Technology for outstanding contributions to the development of radio engineering as a teacher, physicist, engineer, author and administrator.

The Founders Award, given on special occasions only, will go to Raymond A. Heising, former Bell Telephone Lab engineer, for helping to establish the IRE headquarters and other contributions. Oswald G. Villard Jr., Stanford U., will receive the Morris Liebmann Memorial Prize, for work in connection with meteor astronomy and ionosphere physics.

The Browder J. Thompson Memorial Prize will go to Dudley A. Buck, MIT, for his paper on "The Cryotron," a superconductive computer component. The Harry Diamond Memorial Award will go to George Goubau, Signal Corps Engineer Lab, for his research in ionospheric physics and discovery of surface wave transmission.

The Vladimir K. Zworykin Television Prize will go to Donald Richman, Hazeltine Corp., for discoveries in color television. The W.R.G. Baker Award will go to three for work in the field of transistors—Raymond J. Kircher of Hughes Aircraft Co., and Robert L. Trend and D. Raymond Fewer of Bell Telephone Labs.

The annual meeting of the institute at 10:30 a.m. today in the Grand Ballroom of the Waldorf will feature a talk by Donald G. Fink, director of research of Philco and IRE editor on "Electronics and the IRE—1967."

The Radio Engineering Show will display nearly every type and size of apparatus, ranging from the tiniest transistor to a super-power radio tube 10 ft. high and on to giant electronic computing machines.

Western States Assn. to Meet With Ad Problems on Agenda

"ADVERTISING'S Three Biggest Problems" is the topic of tonight's (Monday) regular monthly meeting of the Western States Advertising Agencies Assn. at the Statler Hotel in Los Angeles. David R. Fenwick, vice president, Elwood J. Robinson & Co., Los Angeles, will speak on consumer acceptance; Paul R. Jordan, vice president and general manager, Hixson & Jorgenson, Los Angeles, will discuss agency compensation; Dr. Edward C. Rosenow Jr., past president, Los Angeles County Medical Assn., will talk on ethics. Raymond B. Gage, president, C. B. Juneau Inc., Los Angeles, WSAAA past president, will preside at the dinner meeting.

NOW!! BASEBALL STARS FOR YOUR LOCAL COMMERCIALS

Herewith is a list of the country's most popular major league baseball players, all of whom are available to tape record your advertisers' local commercials for use throughout the 1957 baseball season!

Each player's charge is on the basis of $150.00 per minute commercial. The minimum order being for three commercials, one minute each, by the same player—total $450.00 for use by the same advertiser, per station. Additional commercials available on the same basis and in minimum units of three at a time.

Rights are exclusive to one advertiser in each city to the particular player or players used. Additional area coverage is extra, as well as the same advertiser using the commercials on added stations in the same city.

The offers enclosed herewith are subject to:

1. Prior sale. 2. Acceptability of product or service
3. Acceptability of commercial copy.

The method of procedure is to first advise us immediately the name or names of the ball players you desire and the station or stations call letters. Next, submit triplicate copies of each of the commercials to be recorded for copy approval.

The commercials will be supplied on 7½" tape by us. Breweries and cigarette advertisers will not be acceptable.

Discounts for quantity cities on application.

Mickey Mantle and Yogi Berra of the New York Yankees are also available on the same conditions as above, the only difference being that the charge is $450.00 each one-minute commercial for these two stars.

This listing has been compiled by special arrangement with Frank Scott, representing professional athletes, and may be added to or withdrawn from, from time to time without prior notice.

NEW YORK YANKEES

Hank Bauer
Tommy Byrne
Gerry Coleman
Joe Collins
Whitey Ford
Bob Grim
Elston Howard
Don Larsen
Gil McDougald
Billy Martin
Bill Skowron
Bob Turley

CLEVELAND INDIANS

Bobby Avila
Rocky Colavito
Mike Garcia
Bob Lemon
Herb Score
Vic Wertz

CINCINNATI REDLEGS

Ed Bailey
Smoky Burgess
Ted Kluszewski
Brooks Lawrence
Wally Post
Frank Robinson

PITTSBURGH PIRATES

Bob Friend
Dale Long
Frank Thomas

ST. LOUIS CARDS

Ken Boyer
Wally Moon

BROOKLYN DODGERS

Don Bessent
Roy Campanella
Roger Craig
Don Drysdale
Carl Erskine
Junior Gilliam
Gil Hodges
Johnny Podres
Sal Maglie
Peewee Reese
Duke Snider

CHICAGO WHITE SOX

Larry Doby
Nelson Fox
Bob Keegan
Sherman Lollar
Billy Pierce
Jim Rivera

BOSTON RED SOX

Billy Goodman
Jackie Jensen
Willard Nixon
Mel Parnell
Jim Piersall
Mickey Vernon
Sammy White

NEW YORK GIANTS

Johnny Antonelli
Whitey Lockman
Red Schoendist

BALTIMORE ORIOLES

George Kell
Gus Trinados

MILWAUKEE BRAVES

Hank Aaron
Joe Adcock
Bob Buhl
Lew Burdette
Bill Bruton
Del Crandall
Johnny Logan
Eddie Mathews
Warren Spahn

DETROIT TIGERS

Ray Boone
Frank House
Billy Hoeft
Harvey Kuenn
Eddie Robinson
Bill Tuttle

KANSAS CITY A'S

Billy Hunter
Mickey McDermott
Tom Morgan
Irv Noren
Vic Powers

PHILADELPHIA PHILLIES

Richie Ashburn
Harvey Haddix
Robin Roberts
Curt Simmons

WASHINGTON SENATORS

Chuck Stobbs
Eddie Yost

CHARLES MICHELSON, INC.

45 W. 45th Street New York 36, N. Y. PLaza 7-0695

NOW
280,000
SETS
IN THE
Tampa-St.Petersburg
METROPOLITAN MARKET

Television Magazine reports TV sets in the Tampa—St. Petersburg Metropolitan Area now total 280,000 —*an increase of 60,000* based on new circulation data!

The WFLA-TV market is BIG! It offers the second largest metropolitan TV circulation available in Florida —and, it's also Florida's second and the nation's thirty-sixth market in retail sales.

And that's not all! WFLA-TV gives you intensive coverage of this big, fast-growing metropolitan market— PLUS a rich 30-county area where industrial and agricultural payrolls create steady buying power every week of the year.

WFLA-TV is the only Florida Station that delivers unduplicated NBC live programming within its 100-mile radius.

See your BLAIR-TV man for top rated availabilities on this sales powerhouse of Florida's West Coast.

wfla-tv channel 8 NBC
TAMPA-ST. PETERSBURG
NBC Basic INTERCONNECTED

National Representative—BLAIR-TV Inc.

ENGINEER SHORTAGE ANTIDOTE OFFERED

- **RETMA holds quarterly meet**
- **Balcom to get Medal of Honor**

SIX-PHASE program designed to relieve the shortage of electronic engineers was submitted to the Defense Dept. Friday by Radio-Electronics-Tv Mfrs. Assn. during its quarterly meeting in Washington. The study was made at the request of defense officials.

MR. BALCOM

RETMA's program to ease the engineer shortage proposes: sponsorship of advanced study by students; summer work for science teachers and students; work-and-study programs; formation of company speakers bureaus; scholarships, and endowment of courses. Grayson Swailes, Hughes Aircraft Co., was chairman of the study committee.

The RETMA board of directors, at a Friday morning meeting, picked Max F. Balcom, former RETMA board chairman and now a director-consultant of Sylvania Electric Products, to receive the 1957 Medal of Honor. The award will be presented at RETMA's annual industry banquet, to be held next May in Chicago.

Mr. Balcom, active in RETMA affairs for more than a decade, was named for the industry's highest award for his industry achievements over a period of three decades. The nomination of Mr. Balcom was made by Paul V. Galvin, Motorola Inc., chairman of the awards committee and recipient of the award last year.

Plans for National Radio Week May 5-11 were reviewed Wednesday by the RETMA Public Relations & Advertising Committee, headed by Julius Haber, RCA. Joseph M. Sitrick, NARTB, explained plans for broadcast participation in the all-industry event. Plans were discussed for a tie-in of Radio Week with Mother's Day in connection with RCA's "Say It With Music" promotion, since Mother's Day is May 12, immediately following the weeklong campaign.

RETMA members were given a review of the educational television project in the Hagerstown, Md., public schools. This closed-circuit project, sponsored by RETMA and Fund for the Advancement of Education (Ford Foundation), is developing teaching techniques for grades 1 to 12.

Industry and government representatives were guests of RETMA at a Thursday evening reception held at the association's new headquarters, 1721 DeSales St. N. W.

KEY ROLES at Washington meeting of Radio Electronics-Tv Mfrs. Assn. last week were taken by (l to r): James D. Secrest, executive vice president; Dr. W. R. G. Baker, General Electric Co., RETMA president, and Julius Haber, RCA, chairman of Public Relations and Advertising Committee of RETMA's set division.

Two More News Associations Hit Ban on Red China Travel

RADIO & Television News Directors Assn. and Radio and Television Correspondents Assn. have joined the mounting demand for the government to lift its ban on travel by newsmen to Communist China.

Last week, the two organizations addressed separate messages to Secretary of State John Foster Dulles asking for early affirmative action which would enable trained accredited American newsmen to travel to Red China.

The correspondents' message was signed by Robert F. Hurleigh, Mutual manager, Washington; the directors' message was signed by Theodore F. Koop, CBS news and public affairs, Washington. They are presidents of their respective organizations.

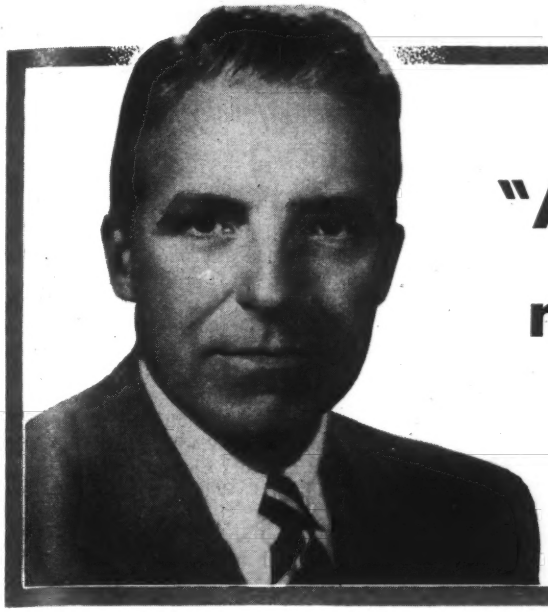
Both urged early action because as stated in the message sent by RTNDA, "the best way to expose the weaknesses and dangers of the Red China regime would be to allow trained reporters to tour the country and present their findings to the world."

At Mr. Dulles' last news conference he said the department is continuing "to study and explore the matter to see whether any ways can be found to satisfy better the demands for news coverage without seeming to drop the barriers down generally."

700 Delegates Slated to Attend AWRT Convention in St. Louis

APPROXIMATELY 700 delegates will explore the role of women in radio and tv at the sixth annual convention of American Women in Radio & Television, April 25-28 in St. Louis.

Among slated speakers are Harold E. Fellows, president of NARTB. Ben R. Donaldson, director of institutional advertising, Ford Motor Co., will speak on "The Feminine Influence in the Complex World of Advertising." Bea Adams, KMBC-AM-TV Kansas City, will moderate a panel on women's buying patterns, and Doris Corwith, supervisor of public affairs programs, NBC, New York, will head discussion of "Showmanship and Salesmanship." The *McCall's* magazine awards dinner is April 27.



"Advertising Age is must reading for us"

says **HOWARD H. McCULLY**
Vice President
Morton Frozen Foods, Inc.

"Advertising Age is must reading for both the writer and our sales promotion department. I look forward to my reading of Advertising Age not only for information as to what is going on, but also as a source of ideas that we can use in our selling and merchandising program."

HOWARD H. McCULLY

Mr. McCully's first employment took him to the Kroger Co. 25 years ago, with aspirations of gaining merchandising experience which would eventually lead him to the advertising agency business. In 1953, following advertising and sales managerial positions with Durkee's Famous Foods, American Home Foods and Minute Maid Corporation, Mr. McCully joined Morton Frozen Foods, Inc. as vice-president in charge of marketing. Mr. McCully's interest in the development of frozen food merchandising has absorbed his time and effort to the point where he never did get around to the agency business as he originally contemplated.

Up-to-the-minute news of advertising and marketing, reports of marketing trends, sharp analyses of marketing methods—all are vitally important these days to the executives who are important to you. That's why you will find Ad Age getting "must" Monday-morning, Monday-evening readership—not only in the offices and homes of those who *activate*, but those who *influence* major market and media decisions.

Morton Frozen Foods, for instance, ranks today as one of the largest packers of frozen foods and is an important broadcast advertiser. In this industry where some $6,495,000* was spent in 1956 on just spot TV, Morton expenditures accounted for over $467,000** during the first nine months.

Every week, Ad Age gets read, routed and discussed by advertising and marketing executives at Morton's. *Further, 59 paid subscription copies of AA get "must" reading at the agency handling Morton advertising, Ted Bates and Company.*

Add to this AA's 37,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 141,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

Advertising Age, February 18 Issue
***N. C. Rorabaugh Co. for Television Bureau of Advertising*

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

HEY, KBST HAS CHANGED IT'S NAME AND JOINED THE K-DUB GROUP.
KEDY TV BIG SPRING
YEP, THAT K-DUB NET IS MULTIPLYING LIKE US RABBITS
K-DUB stations
THE K-DUB STATIONS WEST TEXAS NETWORK COVERS MORE THAN 250,000 HUMAN OWNED SETS!
TEXAS
IT'S THE SOUTHWEST'S GIANT, ECONOMY-SIZE PACKAGE!
K-DUB stations
CBS
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KEDY-TV
BIG SPRING, TEXAS
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

ENGINEERS TO COVER OLD AND NEW

NEW technical equipment and ways of modernizing old gear will be demonstrated to 500 engineering and management delegates at NARTB's 11th Broadcast Engineering Conference, to be held April 8-11 during convention week at the Conrad Hilton Hotel, in Chicago.

The conference has developed into one of the nation's major technical forums. The four-day program for the meeting next month will cover subjects ranging from automatic operation of equipment to the latest in color television.

Last year's attendance at the engineering meeting totaled 392 registered delegates. Present indications point to approximately 500, which would be an all-time record, according to A. Prose Walker, NARTB engineering manager. Meetings will be held in the Waldorf Room of the hotel, the same auditorium used at the 1956 session.

Engineering executives will hear about such new devices as a Minneapolis Honeywell Regulator Co. automatic recording unit that will keep a radio station log and maintain directional arrays in adjustment [CLOSED CIRCUIT, Feb. 18]. This application of industrial recording techniques will provide automatic records of plate voltage, plate current and frequency deviation and in addition show current ratios in directional antenna arrays.

General Electric Co. will explain its new 50 kw am transmitter using about a dozen vacuum tubes, with germanium rectifiers and other units replacing many tubes. The transmitter can operate unattended.

One of the money-saving features of the conference will be a paper showing how "sticky" image orthicon tubes, costing $1,200 new, can be given a greatly extended life by means of a mechanical device that causes the lens plate to oscillate.

Recalling last year's conference and management meeting, with its talk-exciting demonstration of the new Ampex tv tape recorder, the NARTB Engineering Dept. predicted technical delegates will encounter a number of surprises at this year's meeting. Programming for the conference is under direction of John G. Leitch, WCAU-AM-TV Philadelphia, program committee chairman, and Mr. Walker.

The four-day meeting opens Monday, April 8, with greetings from Raymond F. Guy, NBC, NARTB Engineering Committee chairman. James H. Greenwood, WCAE Pittsburgh, will preside at the morning meeting. Engineering sessions run on a strict 9 a.m.-5 p.m. schedule. The opening paper, describing GE's new 50 kw am transmitter, will be read by Neville Mapham, of GE. Other morning papers include a report by Mr. Walker on NARTB's request to FCC for extension of remote control plus a discussion of automatic logging; automatic recording at transmitters, Gustave Ehrenberg, Minneapolis Honeywell Regulator Co. (Brown Instrument Div.); radio station of the future, John Haerle, Collins Radio Co., and modernizing transmitters, Charles Hallinan, WKOP Binghamton, N. Y., and Henry Hulick Jr., WPTF Raleigh, N. C.

Axel G. Jensen, chief, visual and acoustics research, Bell Telephone Labs., will address the engineering luncheon on opening day. A reception will precede the luncheon.

On the Monday afternoon program, with Ben Wolfe, WAAM (TV) Baltimore presiding, will be a series of tv papers opening with a report on operating factors of the new Ampex videotape recorder, by Charles Ginsburg, of Ampex Corp. Other afternoon papers: operating experience with video tape, Howard Chinn, CBS Television; color appearance in tv studio lighting, Rollo G. Williams, Century Lighting Inc.; Chroma-Chron, William J. Wagner, KRON-TV San Francisco.

A Monday afternoon panel on color tv test signals will be moderated by C. G. Nopper, WMAR-TV Baltimore. Panel members are George Nixon, NBC; Richard S. O'Brien, CBS; Robert Morris, ABC; J. R. Popkin-Clurman, Telechrome; James W. Wentworth, RCA, and John Thorpe, AT&T.

Tuesday morning, April 9, the engineers will meet jointly with management delegates for the formal opening ceremonies of the annual convention. That noon they will hear FCC Chairman George C. McConnaughey address a joint management-engineering luncheon. The afternoon session, based on radio topics, will be presided over by Carl J. Meyers, WGN Chicago. Papers include: compatible single sideband system, Leonard R. Kahn, Kahn Research Labs.; new type of audio console, Emil P. Vincent; ABC; automatic program equipment, John K. Birch, Gates Radio Co.; remote pickups, Harry Dennis, WERE Cleveland, and recording techniques, C. J. LeBel, Audio Devices.

Wednesday morning features a joint engineering-management roundtable, with members of the FCC submitting to questions. NARTB President Harold E. Fellows will address the noon luncheon. George S. Turner, chief of the FCC field engineering

BOGEYMEN'S BOOTY

MORE than a score of prizes, including the annual B•T silver trophies, will be awarded at the annual NARTB Convention Golf Tournament to be held Sunday, April 7 at Midwest Country Club, near Chicago. The B•T awards will go to low gross and low net winners, using blind bogey handicaps. B•T will provide buses from the Conrad Hilton Hotel, with tee-off time at 9:30 a.m. at the club, located at Hinsdale, Ill. Entries should be mailed to the nearest B•T office or Washington headquarters. Winners last year were Merrill Lindsay, WSOY Decatur, Ill., and Joe Higgins, WTHI Terre Haute, Ind., who tied for low gross with 79, and FCC Comr. John C. Doerfer with low net.

and monitoring bureau, will preside in the afternoon. Papers include: Color effects, John H. Roth, Philco Corp.; field intensity measurements, Howard T. Head, A. D. Ring & Assoc.; aural standby facilities for tv transmitters, Mr. Wolfe and Clyde Haehnle, WLWT (TV) Cincinnati; precision frequency control in minimizing co-channel interference, Wendell C. Morrison, RCA Labs.; mobile tv monitoring unit, Raymond L. Day, FCC.

Both sessions Thursday will be devoted to television. Clyde M. Hunt, WTOP-TV Washington, will preside in the morning. Papers include: color tv film channel amplifiers, M. H. Diehl, General Electric Co.; video switching, V. R. Hatch, Long Lines Dept. AT&T; low-power tv station operation, Richard T. Silberman, Kin-Tel; Walter Reed Hospital color studios, A. F. Inglis and L. E. Anderson, RCA; 100 kw transmitter in 316 kw operation, James L. Middlebrooks, KING-TV Seattle; new lease on life for retired image orthicons, F. Cecil Grace, Visual Electronics.

Lester H. Bowman, CBS Television, Hollywood, will preside at the Thursday afternoon session, which winds up the meeting. Papers include: automation in tv programming, A. H. Lind, RCA; tower design, construction and maintenance, J. Roger Hayden, Dresser-Ideco Co.; high-gain low-cost emergency or auxiliary antenna system, Peter K. Onnigian, KBET-TV Sacramento, Calif.; predicting operating characteristics of closely spaced antennas on same tower, Irl T. Newton and Dr. M. S. Siukola, RCA.

Film Sessions Added To NARTB Agenda

NARTB last week revised its convention schedule to include a meeting of tv film producers-distributors and broadcasters. The two groups will discuss common problems in a panel session scheduled Monday, April 8, 2-3 p.m. The convention will be held April 7-11 at the Conrad Hilton Hotel, Chicago.

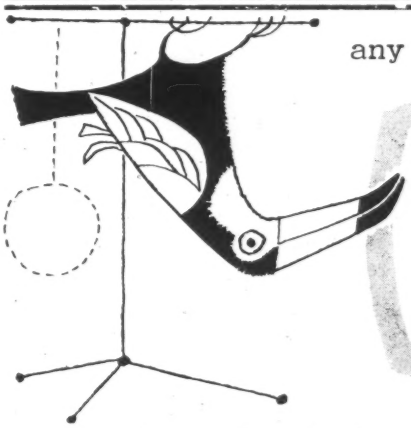
Originally NARTB had planned a film panel Thursday morning, final day of the convention. The program was to have been part of a half-day meeting devoted to films and color television but these panels gave way to a music contract meeting open to NARTB members and non-members alike [B•T, March 11].

NARTB will name a moderator and four panelists for the Monday film session. Two panelists will represent film interests, with the other two coming from broadcast ranks. The film discussion will wind up at 3 p.m., to be followed by a labor relations clinic. Other Monday afternoon events include a meeting of fm broadcasters and the program of the four-day Engineering Conference (see story pages 88-89).

Convention planners indicated the film representatives will discuss sales and operating problems with broadcasters, including rates, bargaining techniques and ways of building up the future of tv films. Harold P. See, KRON-TV San Francisco, is chairman of the NARTB Tv Film Committee, which

As they say on the Avenue, "Let's up-periscope and look around." And the farther up you periscope in Central Ohio, the more listeners you'll find tuned to WBNS Radio. With $2,739,749,000 to spend, they, along with Pulse, place us first in any Monday-thru-Friday quarter-hour, day or night. Ask John Blair.

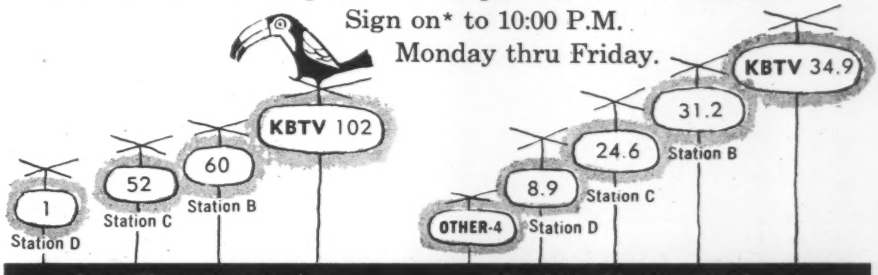
WBNS RADIO
COLUMBUS, OHIO



any way you look at it...

KBTV
first in DENVER

Quarter hour leads or percentage of audience...
KBTV is No. 1 during the most important time classification—
Sign on* to 10:00 P.M.
Monday thru Friday.



Represented by Peters, Griffin, Woodward, Inc.

*10:30 A.M.
**Jan. 1957 ARB

channel 9 KBTV
John C. Mullins, President
Joe Herold, Station Manager
1089 Bannock
Dial TAbor 5-6386

drew up a standard film contract form now in wide use.

Another convention session of interest to the film segment of the industry will be the Tuesday afternoon discussion of NARTB's Tv Code. Earlier this year members of the Alliance of Tv Film Producers were admitted to the code structure as associates.

The Tuesday afternoon program includes a tv station organization panel directed by Charles H. Tower, NARTB employe-employer relations manager. Panelists include Samuel L. H. Burk, National Assn. of Manufacturers; Donald R. Booz, Jewel Tea Co.; L. H. Rogers II, WSAZ-TV Huntington, W. Va., and John S. Hayes, WTOP-TV Washington.

Gen. Alfred M. Gruenther, president of the American Red Cross and former Supreme Allied Commander in Europe, will deliver the opening address of the Management Conference April 9. He will speak prior to presentation of NARTB's 1957 keynote award for distinguished service to broadcasting. Recipient of this award in absentia will be former President Herbert Hoover.

GEN. GRUENTHER MR. BOOTH

Arch N. Booth, executive vice president of the U. S. Chamber of Commerce, world's largest business organization, will address the April 11 luncheon on the subject, "People, Product and Progress: 1975."

Pre-registration for the convention events will be $25 for the Management Conference, including three luncheons; $25 for the Engineering Conference, also including three luncheons; $6.50 for the Monday engineering reception and luncheon; $5 for non-member tv station delegates attending the Thursday morning music meeting, only event open to non-members.

Fellows Urges Sales Push To Safeguard Prosperity

"THE biggest sales push in history" must be made in the next few months if a depressed economy is to be avoided, NARTB President Harold E. Fellows said Wednesday in an address to the Hampton Roads (Va.) Sales Executives Club. He charged American salesmen with the responsibility of protecting prosperity now and for many years to come.

Mr. Fellows predicted the gross national product will increase about 50% by 1965 and that population will exceed 180 million. "Here is a lot of product for a vast and dynamic market," he said, adding, "What this country needs is not a five-cent cigar but salesmen who can sell them at two-for-a-quarter."

'OLD TIMERS' PLEA

RADIO's Old Timers' industry organization comprising electronics veterans of at least 20 years service, has sent out an S. O. S. for the identity of its past presidents. The group is seeking lost records which would enable its present officers to learn the names of presidents in the organization's early days.

Sam Poncher, Newark Electric Co. and Old Timers' president-treasurer, asks members with unfailing memories to contact him before the club's annual reception-meeting prior to the electronics parts show at the Conrad Hilton in Chicago next May. A ceremony is planned for the past presidents.

Alabama Assn. Meet to Discuss Ways of Building Radio Sales

WAYS to build radio sales will provide the theme for the Alabama Broadcasters Assn. at the annual spring convention to be held Friday-Saturday in the Dinkler-Tutwiler Hotel, Birmingham. Julian C. Smith, WAGF Dothan, will preside.

Speakers include A. D. Willard Jr., WGAC Augusta, Ga.; Clarke Brown, of Clarke Brown Co., station representatives; Gaines Kelley, WFMY-TV Greensboro, N. C.; J. Bert Smith, Southern Bell Telephone & Telegraph Co.; Aubrey Williams, of Aubrey Williams Adv. Agency, New Orleans; John W. Jacobs Jr., WDUN Gainesville, Ga., and Milton Paule, National Research Bureau.

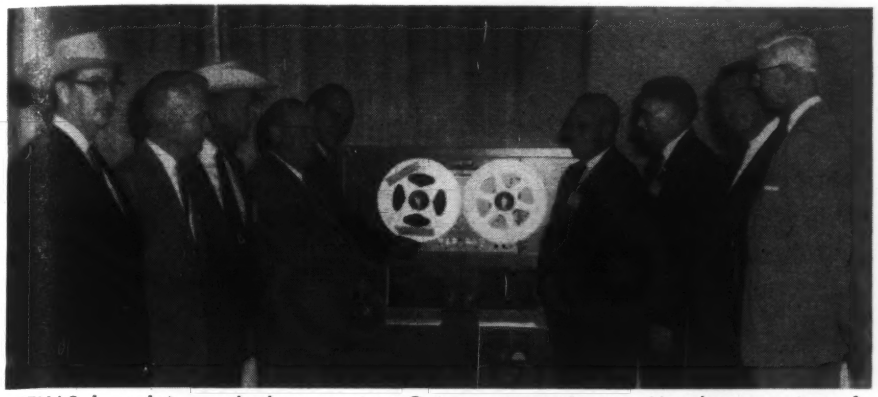
Among those taking part in program events will be Charles Coleman, Avery-Knodel, Atlanta; Ralph Howard, WHEP Foley, Ala.; John L. Slatton, WJBB Haleyville, Ala; J. Dige Bishop, WCTA Andalusia, Ala.; William S. Baskerville Jr., WKRG Mobile, Ala.; James W. Whatley, WRFS Alexander City, Ala.; W. W. Hunt, WCOV Montgomery; Ralph Allgood, WRMA Montgomery, and Jack Weldon, Associated Press.

New officers will be elected. Frank D. Benson, WALA Mobile, is program chairman and William O. Mogge, WAPI Birmingham, is in charge of arrangements.

NARTB Board to Receive Ideas On Radio Symbol from Committee

A SERIES of visual and aural symbols to be used by radio stations adhering to the NARTB Standards of Good Practice will be submitted to the NARTB Radio Board, which meets June 20 in Washington.

A special committtee that has studied the use of symbols is headed by Worth Kramer, WJR Detroit. Serving on the committee, which met March 8 at NARTB Washington headquarters, are these members in addition to Mr. Kramer: Frank Gaither, WSB Atlanta, who replaced Walter E. Wagstaff, now of KGW-TV Portland, Ore.; Carleton Brown, WTVL Waterville, Me., and Cliff Gill, KBIG Avalon, Calif. John F. Meagher, NARTB radio vice president, meets with the committee.



TEXAS broadcasters look over new Gates auto-station at Monday meeting of state association (story this page), held at San Antonio. L to r: Dave Morris, KNUZ Houston; J. C. Kellam, KTBC-AM-TV Austin; Albert D. Johnson, KENS-AM-TV San Antonio; George Cranston, WBAP-AM-TV Fort Worth; Larry Cervone, Gates Radio Co.; Alex Keese, WFAA-AM-TV Fort Worth; Vann Kennedy, KSIX-TV Corpus Christi; James M. Gaines, WOAI-AM-TV San Antonio, and James M. Brown, KONO-AM-TV San Antonio.

Texas Broadcasters Hear Cohn Warn of Rate Control Danger

CHARGING of fees to view subscription tv programs might lead Congress and the FCC into regulation of rates for this service and perhaps into radio-tv rate control, Marcus Cohn, of the Washington law firm of Cohn & Marks, told the Texas Assn. of Broadcasters Monday meeting in San Antonio.

Mr. Cohn said a trend toward public utility regulation of broadcasting began with enactment of Sec. 309 (C) of the Communications Act several years ago. This clause, providing right of protest by broadcasters after grant of new stations without hearing, brought attempts to block out competition. "If you exclude competition, then you invite regulation of your return," he said.

Subscription tv proponents invite rate regulation despite their opposition to such control when they raise dollar questions in their arguments, he said, adding that since 1954 many of the arguments advanced in FCC cases have raised economic issues. Tv's rapid expansion and allocation problems also raise economic issues, he said. He estimated that $20 billion has been spent in a decade for receivers, station construction and program production.

Dick Pack, program vice president of Westinghouse Broadcasting Co., told TAB delegates some am stations "don't even have program managers." He suggested they need creative programming even if the schedule lacks big dramatic or musical productions. "The best independent radio stations and affiliates, too, have program managers as an essential part of their management teams," he said.

Frequently the program chiefs of tv stations are "glorified operations or traffic men," Mr. Pack said, pointing to the need for imaginative and aggressive local programming in film as well as live shows. He ascribed the success of WBC's recent Boston conference on public service programming [B•T, March 4] in part to the fact that it spotlighted "the sometimes forgotten man, the program manager."

Songwriter Charges Condemned By Texas Broadcasters Assn.

TEXAS broadcasters last week joined Arkansas Broadcasters Assn. in an attack on "irresponsible" charges made by Songwriters Protective Assn. At its Monday meeting, Texas Assn. of Broadcasters adopted a strong resolution condemning the songwriters for charging broadcasters with an attempt to monopolize the music industry.

The Texas resolution, noting the "unfounded allegations" against the broadcasting industry, denied flatly that such charges are true and deplored the attempt to show existence of a conspiracy against songwriters. The SPA was not mentioned specifically in the resolution.

An Arkansas resolution adopted March 9 observed that SPA had made the conspiracy charges to Chairman Warren G. Magnuson (D-Wash.), of the Senate Commerce Committee [B•T, March 11]. ABA contended the charges were not representative of the entire SPA membership and claimed they reflected on the integrity of the entire broadcasting industry. ABA denied the allegations.

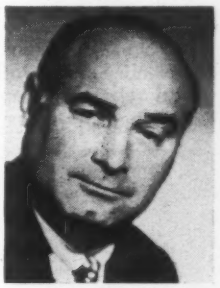
SPA spokesmen asked the Senate group for legislation separating networks from their record companies, direct FCC supervision of networks and extension of FCC authority to the field of music.

Agency Network Sets Convention

THE First Advertising Agency Group, agency network, will hold its 1957 conference at the Hotel Plaza, San Francisco, according to an announcement by W. Arthur Lee of Lee-Stockman Inc., New York, chairman of the convention site committee. The conference will last five days, beginning July 1, which represents an extra day added to the usual four, to give time for sightseeing, business and relaxation. Joe Jackson of Evans, McClure & Assoc., San Francisco, is chairman of the convention arrangements committee, and Charles Brown of the Foulke Agency, Minneapolis, is program chairman.

WRCA-AM-TV Realign; Buck Takes Sales Post

Concentration of marketing activities of WRCA-AM-TV New York under the direction of Max E. Buck was announced last week by William N. Davidson, general manager of the NBC-owned stations.



MR. BUCK

Mr. Davidson cited the emphasis on marketing as "another step toward broadening and strengthening the stations' outlook on sales and service."

While Mr. Buck will have the new title of director of sales, he also will be responsible for functions of the advertising, promotion, publicity and merchandising departments and report directly to the general manager.

At the same time Mr. Davidson announced a realignment of personnel that will make for fewer men reporting directly to the general manager. In addition to Mr. Buck the following report directly to the general manager: Arthur Hamilton, WRCA radio station manager; George Heinemann, director of programs (also director of programming, planning and development for the NBC-owned stations); Peter Affe, director of operations; and Frederick Acker, business manager.

However, there are several changes in the television operation area which will result in a closer coordination of the station's technical and production operations, Mr. Davidson said. The operations and engineering departments are consolidated under one head—Peter Affe.

Other Regrouping

In addition, programming functions including news, weather, special events and public affairs will, for organizational purposes, come under the supervision of Program Director Heinemann, he explained. The former WRCA-AM-TV news and special events department will be divided into three separate operations with the news department under the supervision of Gabe Pressman, manager of news; the special events department under Al Perlmutter, manager, and the religious and educational programs under the management of Patricia Farrar. Al Odeal continues as manager of film procurement for WRCA-TV.

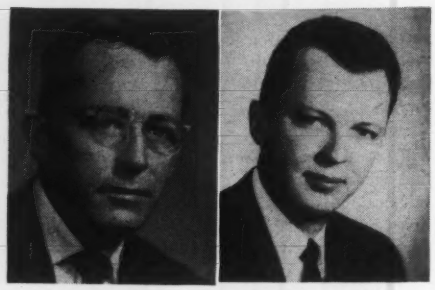
In addition, Mr. Davidson announced the promotion of Tony Kraemer as manager of advertising and promotion and Joseph E. Murphy as manager of merchandising.

Mr. Buck, prior to joining NBC in January, 1953 as a director of advertising- promotion-merchandising for WRCA-AM-TV, was for eleven years vice president in charge of sales and advertising for Kings Super Market, a chain of 25 stores in northern New Jersey.

New Assignments Made by Storer In National Sales Organization

New assignments in the national sales organization of Storer Broadcasting Co. were announced last week in New York by Maurice E. McMurray, national sales director of Storer stations.

William E. Kelley, who has been in charge of advertiser contacts, will become New York sales manager for WJW-TV Cleveland. Lewis Johnson, formerly midwest tv sales manager, and Paul Evans, midwest radio sales manager, have been moved



MR. KELLEY MR. JOHNSON

from Chicago to New York as sales managers. The former will represent WJBK-TV Detroit and Mr. Evans WSPD Toledo, WJW Cleveland and WJBK Detroit.

Bob Flanigan, assigned to Chicago as administrative head of midwest sales operations, replaces Mr. Evans as midwest radio sales manager. A new midwest tv sales manager is still to be announced.

MR. EVANS MR. FLANIGAN

Other New York assignments remain the same. They are Peter Storer, WBRC-TV Birmingham, Ala., and WAGA-TV Atlanta; Don Campbell, WGBS-TV Miami, WSPD-TV Toledo and KPTV (TV) Portland, Ore.; Dan Weinig, WWVA Wheeling, W. Va., WGBS Miami, WAGA Atlanta and WBRC Birmingham. Gayle Grubb continues in charge of all west coast national sales for Storer stations.

KVOO-TV Buys Color Equipment

COMPLETE color studio equipment for origination of film and slide programs has been purchased by KVOO-TV Tulsa, Okla.

The NBC-affiliated station purchased the equipment from Philco. The station already has aired several color shows.

New ABC Chicago Facilities Planned for Color Telecasts

NEW technical facilities being installed for WBKB (TV) Chicago in the ABC State Lake Bldg. [B•T, March 4] will permit color transmission with slight adaptations, besides increasing tv studio space, according to the network-owned station.

While ABC-TV has no present color plans for WBKB, air-conditioning units and lighting circuits to accommodate such transmission have been installed. When color telecasting is finally set, the station need only buy color cameras for the transition from black-and-white.

WBKB plans to complete its move from the Kemper Bldg. to the ABC State Lake Bldg. later this month. Three tv studios will be located on the 12th (top) floor with a 60% greater area than it now possesses. One radio studio is being equipped for Chicago originations by ABC radio network. WBKB's transmitting antenna will remain on the Kemper Bldg.

KTWO-TV Casper Takes to Air

KTWO-TV Casper, Wyo., is now in regular operation on ch. 2. Affiliated with ABC-TV and NBC-TV, the Harriscope Inc. station conducted a week of testing before its debut March 1. Owners are Burt I. Harris, former vice president of the Toni Div. of Gillette Co.; Irving B. Harris, former Toni advertising director, and Don Paul Nathanson, president of North Advertising, Chicago. They spent an estimated $80,270 to build KTWO-TV. Harriscope is applicant for ch. 9 Sheridan, Wyo.

Studio to Get Ampex Recorders

EIGHT Ampex video tape recorders are scheduled to be installed by April 1 at the newly-opened RKO-WOR Sound Studios, established as a division of the parent company, RKO Teleradio Inc.

Formerly operated under the control of WOR New York, the new unit—termed "Studio One"—is located at 1440 Broadway, New York City. It has new recording facilities for sponsors, agencies and musical organizations. More than 400 New York agency and production firm officials last month attended the formal opening of the new studios.

KTBC-TV Issues New Rates

A NEW rate card has been issued by KTBC-TV Austin, Tex., J. C. Kellam, general manager, has announced. A class AA period was instituted to cover 8 p.m. to 10 p.m. daily. One time rate is now $525 an hour. Class C (5 p.m. to 6 p.m.) time, one hour rate is now $310.

KIRT Mission, Tex., on Air

KIRT Mission, Tex., went on the air Feb. 24. The daytime station, on 1580 kc with 1 kw, is owned and operated by Robert F. Pool Jr. and Robert F. Pool III. Program manager is Marcia Davenport.

I, EDWARD SMITH, BEING OF SOUND MIND AND BODY, DO DECLARE THIS TO BE MY LAST WILL AND
THE NEW TELEPROMPTER® MOD V!
COMPLETELY NEW EYE-LET SYCHRONIZATION SYSTEM
...MASTER CONTROLS ...DUAL HAND CONTROLS
...INDUSTRY CAMERA MOUNTS FOR GREATER FLEXIBILITY, BETTER TV PRODUCTION!
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Growing Value of Spots In Daytime Video Cited

DAYTIME spot values have doubled since 1953, growing at an unprecedented rate during the past four years, according to a report prepared last week by the television division of Edward Petry & Co., New York, station representatives.

The study, "1957's Greatest Tv Value," analyzes factors which have contributed to the development of the daytime spot and the attraction of an advertising investment of over $100 million during 1956. Employing 1953 as a base year, since it marked the beginning of full daytime programming in most areas, the Petry study points out that 17 million families have been added to the tv audience in the past four years—an 80% increase in set saturation. Applying Nielsen sets-in-use to the set ownership data for typical months in 1953 and 1956, it is shown that the average daytime viewership has doubled in this period.

The report indicates that this massive increase in audience has not been reflected in the daytime spot rate trend. In 1953, daytime spot rates were generally 50% of the nighttime level, but today they range between 25 and 35% of class A. This spread has been further enlarged for daytime announcements by the introduction of package plans providing for discounts up to 50% for multiple spot purchases, the report notes.

These developments enable today's daytime tv advertisers to buy announcements at rates which are in some instances lower than the 1953 levels for the same periods, it it claimed. The study compares 1953 and 1957 costs for daytime announcement schedules for ten Petry represented tv stations including five in the top 20 markets. Taking advantage of package plans, advertisers can purchase saturation campaigns on these representatives stations reaching a greatly enlarged viewership at costs comparable to 1953 levels for similarly heavy daytime spot schedules.

Primm of WEYE Charged In Copyright Breach Case

THREE members of the American Society of Composers, Authors & Publishers filed suit last week for copyright infringement against Waldo W. Primm as owner, operator and manager of WEYE Sanford, N. C. The plaintiffs allege that copyrighted songs were performed by the station without authorization.

The songs involved in the suit are: "We Kiss in a Shadow," "Something Wonderful" and "Hello, Young Lovers," all by Richard Rodgers and Oscar Hamerstein 2nd and published by Williamson Music, Inc.; "At Sundown" by Walter Donaldson, published by Leo Feist, Inc. and "Friendly Persuasion" by Paul Francis Webster and Dimitri Tiomkin, published by Leo Feist, Inc.

The plaintiffs, Messrs. Rodgers and Hammerstein and Leo Feist, Inc., are asking the U. S. District Court for the middle district of North Carolina to restrain the defendant from publicly performing the songs in the future and to award damages of not less than $250 for each unauthorized performance, together with court costs and attorneys' fees.

The ASCAP legal department in New York told B•T Thursday that the organization's members file suits against stations frequently, but ASCAP only recently has started to publicize them and does so only in what it considers to be "flagrant" cases. ASCAP indicated "more than a few" suits against stations currently are pending in various courts throughout the U. S. but declined to enumerate them even though they are matters of public record.

A FROZEN 9, formed from almost 400 pounds of ice, was the *piece de resistance* at a reception celebrating the "unfreezing" of ch. 9 Charlotte, N. C., and the granting of the channel to WSOC-TV that city. The reception served to introduce George Henderson, WSOC-TV general sales manager, to advertising agencies in the area. L to r: Larry Walker, WSOC-TV executive vice president in charge of television; Earl Gluck, WSOC-AM-TV president, and Mr. Henderson, formerly with WLW Cincinnati.

Crosley To Begin Construction On WLWI (TV) Indianapolis, Ind.

CROSLEY Broadcasting Co. plans to start construction immediately on ch. 13 WLWI (TV), a new station to be located in Indianapolis, Ind. By a tight four to three vote, the FCC granted the new channel to the Crosley company March 8. [AT DEADLINE, March 11].

Studios for WLWI (TV) will be located at 1401 N. Meridian St., Indianapolis. The transmitters will be built just north of the city on the northeast corner of 96th St. and Ditch Rd., Hamilton County. Indianapolis is in Marion County.

Application for the channel was first made in 1946 when licenses were granted to Crosley in Cincinnati (WLW-AM-TV), Columbus (WLWC [TV]), and Dayton (WLWD [TV]). The broadcasting company now has five tv station licenses—the maximum number. In addition to the three Ohio outlets, Crosley also owns and operates WLWA (TV) Atlanta.

available in sections
THE
sesac
TRANSCRIBED LIBRARY
COLISEUM TOWER • NEW YORK 19
send for prepaid audition discs

BETTER BALANCED MUSIC PROGRAMMING

Stewart E. Chamberlain, Prog.-Dir. of KGAK, Gallup, N. Mexico writes:

"Yah-tah-hay! from the Indian Capital of the World! KGAK in Gallup, N. Mexico is bordered on the north by the Navajo Reservation, and to the south by the Zuni Pueblo.

"But to get to the point, I wish to pass along a little information on the uses we have made of the wonderful SESAC Library.

". . . I have programmed 'Musical Panorama' three evenings a week . . . Walt Jaworski and Walter Solek and their polka bands have been making a big hit on 'Polka Time' Saturday evenings . . . and needless to say, our listeners thoroughly enjoy 'Music by Maltby' and the other fine artists on SESAC.

"KGAK has the 'Original Navajo Hour'. . . our announcer and DJ, Dana Begay, intersperses native Indian songs and chants with the 'N' section of SESAC which he finds very helpful in presenting different types of music to his people.

"Yes, we too, have found that we get 'Better Balanced Programming' with SESAC."

Morton Sidley Named Gen. Mgr. of KLAC

MORTON SIDLEY, former general sales manager of KFWB Los Angeles has been named general manager of KLAC Los Angeles effective April 1. In announcing the appointment, KLAC President Mortimer Hall said that Mr. Sidley will "function as general manager of KLAC and eventually take the reins as general manager of future stations we expect to acquire". KLAC has appealed for an fm station in Los Angeles and is seeking other stations in the west.

MR. SIDLEY

Mr. Sidley started in radio as a salesman for KSFO San Francisco in 1941 and the following year became sales manager of that station. In 1945 he joined the Lincoln Dellar stations, KXOA Sacramento, KXOB Stockton, KXOL Enchino, all Calif., as sales manager and in 1953 moved to KFWB, where he stayed until the station's sale to Crowell-Collier Publishing Co. Mr. Sidley's $600,000-plus suit against KFWB and Crowell-Collier for breach of contract is awaiting hearing by the Los Angeles Superior Court [B•T, Jan. 28].

KDKA-TV Announcement Sparks Drive to Aid Injured Athlete

A SINGLE announcement by Carl Ide, KDKA-TV Pittsburgh newscaster, has started a nationwide fund-raising drive to finance treatment for a football player who has been unconscious for six months.

When Mr. Ide broadcast a news item about the youth, who has been in a coma since September, contributions started to flow though no appeal for funds had been made. The injured youth is Dick Kadis, 21, of Cleveland, Geneva College (Pa.) football player who was hurt in a game with Waynesburg College, at Waynesburg, Pa.

Mr. Ide appeared on the Colgate Palmolive *Strike It Rich* program, CBS-TV, Wednesday, Thursday and Friday mornings. He appeared in place of the boy's parents, who preferred not to make a public appearance. Mr. Ide is donating his *Strike It Rich* winnings to the fund for treatment, which already has cost the Kadis famliy $50,000. The "Heart Line" contributions on the CBS-TV program were coming in quantity but had not been tabulated at the weekend.

Westinghouse Broadcasting Co. is paying Mr. Ide's expenses as well as compensating him for income lost while in New York for the network programs. Fund-raising campaigns have been started voluntarily by luncheon clubs, basketball teams, youth organizations and other groups over a wide area. The Kadis family had sold their house and automobile last fall when early treatment and hospitalization quickly ran up a $30,000 bill. Nationally known neurosurgeons have been consulted, with fear the youth may be handicapped if he ever comes out of the coma.

KDKA-TV is planning a "Carl Ide Day" in the near future.

Bid by Rea to Buy KUDU Specifies $162,500 Price

APPLICATION for transfer of KUDU Ventura, calif., 1 kw station on 1590 kc, from Voice of Ventura whose principal stockholder is William H. Haupt, to a group headed by William Rea Jr., former owner of CKNW New Westminister, B. C., for $162,500 is now being prepared for submission to the FCC, it was announced last week. In addition to the FCC, this transfer must also be approved by the U. S. District Court in Los Angeles, which for some years has had jurisdiction over KUDU affairs under Chapter 10 of the Federal Bankruptcy Law. Mr. Rea is also an officer in Channel City Tv Corp., applicant for ch. 12 in Santa Barbara.

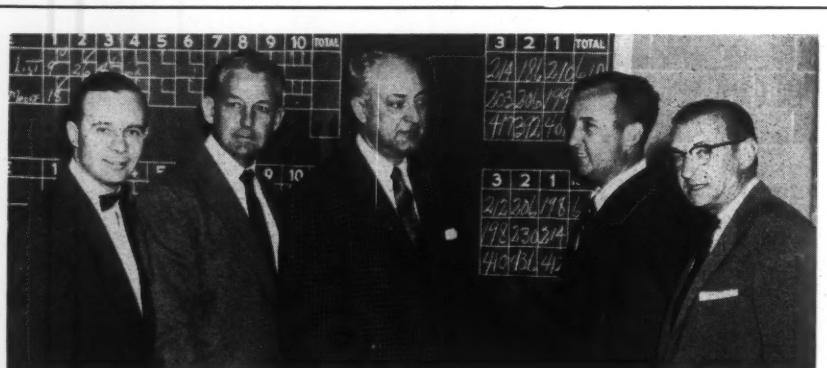
WOR-TV, Dodgers Together Again

FOR the eighth straight season WOR-TV New York will cover games of the Brooklyn Dodgers, according to an announcement by Gordon Gray, executive vice president and general manager of the station. WOR-TV will present a total of 103 games during the 1957 season including 77 home games, 25 road contests and one exhibition meet. Sponsors will be the F. & M. Schaefer Brewing Co., for the eighth year, and American Tobacco Co. for the sixth season. BBDO is the agency. The announcing team will consist of Vince Scully, Al Helfer and Jerry Doggett.

UP IN THE AIR goes KUGN Eugene, Ore., to give a broadcast from its mobile unit during the Willamette Valley Logging weekend conference. Some of the segments done by the team of Tim Metcalf and John Tasnady were produced on NBC's *Monitor*. The mobile unit is riding an electric log stacker capable of hoisting 25 tons 30 feet.

Three Broadcasters Buy WLDL

SALE of WLDL LaCrosse, Wis., for $35,000 to a group of three broadcasters was announced last week, subject to FCC confirmation. Buyers are Joe Rohrer, former general manager of KIOA Des Moines; Jean Gitz, KIOA treasurer, and Roy Phillippe, one-time owner of WLDL when call letters were WLCX. Seller of the station is L. D. Lyons. Broker was Hamilton, Stubblefield, Twining & Assoc. WLDL operates on 1490 kc with 250 w.



PLANNING details of a new hour-long live bowling show sponsored by Pearl Brewing Co. over KENS-TV San Antonio and originating from the station's own alleys in the basement are (l to r) Wayne Kearl, KENS-TV commercial manager; Albert D. Johnson, general manager of KENS-AM-TV; Datus Proper, vice president and general manager of Pearl Brewing; Louis Pitluck, account executive, Pitluck Adv. Agency, which handles business for the beer company, and Dick Dickerson, account executive with KENS-TV. Entitled *San Antonio Bowling*, the new show is telecast each Saturday afternoon and features the top San Antonio area bowlers in double matches in a three-game series. A total of 350 spectators can be seated in the station's basement for the matches.

Stauffer Promotes Two In Radio, Tv Holdings

BEN LUDY, general manager of WIBW-AM-TV Topeka, Kan., last week was appointed national advertising sales director for Capper-Stauffer Publications, which owns the Topeka outlet and three other radio stations.

MR. LUDY

In making the announcement, Oscar S. Stauffer, president of the publishing firm, named Thad Sandstrom to replace Mr. Ludy as general manager of WIBW-AM-TV. Mr. Sandstrom has managed KSEK Pittsburg, Kan., one of the Stauffer properties. Both appointments are effective April 1, Mr. Stauffer said.

Mr. Ludy, who will headquarter in Chicago, will direct national advertising sales for the Topeka station; KSEK Pittsburg; KSOK Arkansas City, Kan., and KGFF Shawnee, Okla.

WIBW-AM-TV is licensed to Topeka Broadcasting Assn., owned by Stauffer Publications, and KSOK to KSOK Broadcasting Co., also Stauffer-owned. KGFF is licensed to KGFF Broadcasting Co., with Stauffer holding controlling interest (94%) in the property. Licensee for KSEK is KSEK Brodadcasting Co., controlled by the publishing firm.

WWRI Opens Subsidiary Studio

WWRI West Warwick, R. I., has opened its first subsidiary studio in nearby East Greenwich and has completed equipping a new mobile unit for broadcasting spot news and sports in Central Rhode Island. Located at 319 Main St., the East Greenwich studio broadcasts daily, morning and afternoon, as an adjunct to regular broadcasting activities.

'HEAVY' QUESTIONS

FOR THOSE worried about overweight, the word in Buffalo, N. Y., was *Call the Doctor* on WBEN-TV.

Some 17,670 persons—mostly women—attempted to do just that when four physicians and another scientist appeared on *Call the Doctor*—a special hour-long program—to answer questions on the "dangers of obesity."

A total of 580 callers succeeded in reaching the heavily manned switchboard at WBEN-TV studios during the hour, but only 32 questions could be answered on the program, which was transmitted by closed coaxial cable and microwave from the station to NBC in New York.

Sponsor—Smith, Kline & French Laboratories—plans to use a kinescope made by NBC as a "pilot" for presenting the program in other cities.

On the WBEN-TV presentation Feb. 26, Dr. Joseph Shister of the University of Buffalo's public relations department and moderator of the University's weekly *Medical Roundtable* and *Modern Medicine* programs, posed questions to the four M.D.'s and one Ph.D. as fast as they could be answered. The five panelists are veterans of the University's two regular shows on WBEN-AM and WBEN-TV.

KRKD Signs Consumer Panel

KRKD Los Angeles has entered into an exclusive radio affiliation with the Continuing Consumer Panel of Research similar to that of KTLA (TV) Los Angeles for television [B•T, Feb. 25]. KRKD plans to use CCPR members to test and report on new products, Jack Feldmann, general manager of the station, told B•T, with favorable reports used to help secure shelf space for them in retail food stores as part of KRKD's merchandising service.

ARRANGING for daily 15-minute newscasts on KFH-AM-FM Wichita, Kan., with station officials are executives of the Wichita branch of Standard Oil Co. At the signing (l to r): George Doyle, KFH news director who will handle the broadcasts; Thomas P. Bashaw, station manager; C. C. Smith, manager of the Standard Oil Co. branch; John N. Merrell, KFH sales manager, and E. E. Evans, advertising and public relations man for Standard Oil.

ILLINOIS' 2nd BIG MARKET

PIMITEOUI*

*Old Indian word for Peoria area meaning "land of plenty."

TOP AREA!

TOP SHOWS!

TOP POWER!

TOP TOWER!

TOP COVERAGE!

Only Chicago tops Metropolitan Peoria in population, income and retail sales.

PEORIA "Sets In Use" TOP 19 MAJOR TV MARKETS

- 28.1 Avg. (7 AM-Midnight)
- 47.6 Avg. (5 PM-Midnight)
- Higher than 19 of the top major TV markets

(compiled from ARB 11/56)

ONLY WTVH DOMINATES WITH CBS-ABC:

- 14 of the top 20 shows
- 151 of 196 evening ¼ hours (ARB 11/56)
- covers 18 rich counties

EDW. PETRY & CO. NATIONAL REPS.

affiliated with

Peoria Journal Star

WTVH

Channel 19
PEORIA, ILLINOIS

C-C Employes Ask Cut on Plant Sale

SOME 600 ex-employes of Crowell-Collier Pub. Co. (KFWB Los Angeles) today (Monday) are slated to ask the New York State Supreme Court to take into receivership the revenues Crowell-Collier hopes to reap from the sale this month of its Springfield, Ohio, printing plant to the Chicago printing film of R. R. Donnelley and Sons.

These ex-employes—435 identified in the petition by name with the other 191 designated "John Does" and "Richard Roes"—comprise the Crowell-Collier Employes Committee, formed of those New York editorial and business staff members fired "without notice" Dec. 14, 1956—along with some 1,700 others—when C-C folded *Collier's* and *Woman's Home Companion*.

C-C stockholders will meet in a special session this Wednesday to approve sale of this plant to Donnelley.

In a reply last week to the complaint filed Feb. 21 by the ex-employes [B•T, Feb. 25], C-C, through its attorneys, Moynihan & Wachsmith, denied all four causes of action and all of the allegations, except those that said the 626 employes were on C-C payroll Dec. 14, 1956, and demanded a dismissal of the charges "with costs." The ex-employes hope to recover approximately $1.5 million in severance and vacation pay as well as retirement benefits.

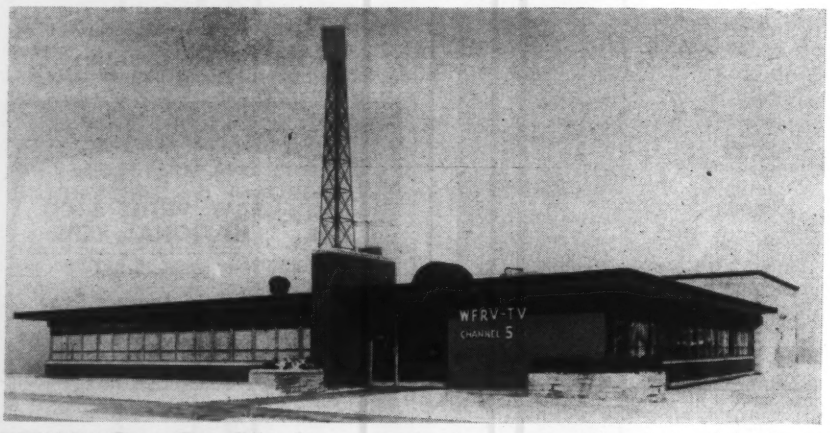
William J. Seif, assistant treasurer of the publishing House, confirmed reports that after the sale of the Springfield plant is consummated, C-C Pub. Co. will own no properties in its own right, but that all operations will be conducted by its wholly-owned subsidiaries. These include KFWB broadcasting Corp., P. F. Collier & Son Corp., P. F. Collier & Son (Canada) Ltd., and C-C Clubs Inc. (mail order records).

Meanwhile, Penn Kimball, one of the former senior editors heading the employes group, noted that his colleagues had "talked with several people in Washington" and had "discussed" the possibility of a congressional investigation "with two or three committee chairmen of the Senate." Investigation would be called to determine "the means whereby the speculative group now in control" of the firm obtained power only a few days before suspension of the magazines.

A CONTRACT promoting the opening of a new Fort Worth, Tex., Slenderella Inc. salon of KFJZ-TV, that city, is signed by Helen Crane, southwestern vice president of the Slenderella Co. Looking on are Sally Parr (left), to be featured in the live spot commercials, and John Hopkins, assistant general manager of KFJZ-TV.

KVIT (TV) Sets June Target

KVIT (TV) Santa Fe, N. M., expects to begin operations on ch. 2 in June from a transmitter atop Sandia Crest Mountain at an altitude of 10,793 ft., with power of .324 kw, according to Judith Lawton, general manager. KVIT studio buildings encompass 14,073 sq. ft., she said. The station has bought the entire package of Warner Bros. feature films.



WFRV-TV Green Bay, Wis., has a new headquarters building designed by Soren Munkof, the station's executive vice president-general manager. The station has room for audience shows. It includes a news studio and a color studio.

WGBI-TV to Become WDAU-TV, To Increase Power in April

CALL LETTERS of WGBI-TV Scranton, Pa., outlet now affiliated in ownership with WCAU Inc., Philadelphia, will be changed to WDAU-TV in April when the station increases power from 178,000 w to 1 million w. At the same time a new tower claimed to be the tallest in Northeastern Pennsylvania, will be put in operation.

New General Electric transmitter equipment has a capacity of 3 million w. Plans have been drafted to test output between 1 and 3 million w. The April change will increase coverage of the ch. 22 outlet to an area of 14,700 square miles, according to the station. Two other uhf stations in the market have been operating with a megawatt power—WBRE-TV and WILK-TV Wilkes-Barre [B•T, May 14, 1956]. The new tower is 2,542 ft. above sea level.

U. S. Employment Office Helps Broadcasters Locate Operators

STATE employment service offices of the U. S. Employment Service have begun maintaining a register of first class radiotelephone operators. Each office will have a reference list of licensed operators in its locality.

This will make it simple, it is believed, for broadcasters to find qualified men and for operators to have a point of contact.

Broadcasters seeking FCC permission to use operators of lesser grade than those required under Commission regulations have been asked by the FCC's Field Engineering & Monitoring Bureau to first check employment service offices as well as schools, to see if operators of the required grade are available. In the last fiscal year, FE&M conducted more than 9,000 examinations, issued more than 4,500 new licenses and more than 8,000 renewals.

McGavren-Quinn Names Two In Chicago, L. A. Offices

BERNARD CLARK, since 1949 head of radio-tv sales for Capper publications (representative of KCKN Kansas City and WIBW-AM-TV Topeka) has been named manager of the Chicago office of McGavren-Quinn Co. Robert Allen, former regional sales manager of KEYT (TV) Santa Barbara, Calif., has joined the Los Angeles branch of the station representative firm.

Kops Urges Passage of Bills

PASSAGE of two bills strengthening public access to public records and meetings was favored by Daniel W. Kops, WAVZ New Haven, president of Connecticut State Broadcasters Assn., in a statement to the General Law Committee of the state Senate. He contended the bills offer "further protection of a fundamental right—the public's right to know." Other Connecticut media groups are supporting the legislation.

TRIANGLE HELPS

TRIANGLE stations WNBF-AM-TV Binghamton, N. Y., will contribute a radio and tv communications center to the Broome County Farm, Home and 4-H Center to be built in Binghamton, Roger Clipp, vice president in charge of Triangle's radio and tv division announced.

The center will be equipped for radio and tv agricultural broadcasts. WNBF-AM-TV plan to originate programs from the center's recreational and experimental areas.

The stations will increase agricultural programming for the region to point up the construction of the center which should not be ready before 1958.

STATION SHORTS

KECC Pittsburg, Calif., announces change of its call letters to KATT.

KMOX St. Louis announces move of studios and offices to Ninth and Sidney Sts., that city. Telephone: Prospect 3-1120.

KUAM-AM-TV Agana, Guam, opens new office at Bishop Bank Bldg., Honolulu. In addition **KUAM** is opening new office on Okinawa. Address: P. O. Box 359, Naha, Okinawa.

REPRESENTATIVE SHORTS

Robert S. Keller Inc., Chicago, moves to 205 W. Wacker Drive. Telephone: State 2-5096.

REPRESENTATIVE PEOPLE

Matt Boylan, sales executive, Joseph McGillvra Co., N. Y., to television sales staff of the Bolling Co., same city.

Jack Masla, head of Jack Masla & Co., N. Y., father of boy, March 10.

PRE-DAWN COVERAGE

FAST on-the-scene broadcast reports of a pre-dawn collision of a Navy tanker and a freighter in the Delaware River the morning of March 7 were provided for listeners by WIP Philadelphia.

Paul Parker, of the program department, Al Taylor, WIP city reporter and Lee Neal, WIP salesman, teamed to present an exclusive running account of the collision of the *Mission San Francisco* and the *S. S. Elna.* They interviewed survivors and rescue officials on the scene. Benedict Gimbel Jr., WIP president and general manager, claimed that no other radio or tv station in the area had any report of the ship collision and explosion until breakfast time.

AT HIS FINGERTIP

Your client, your idea, your planning, your spot . . . all are dependent upon the move this hand makes *now.*

At WNCT this is an "old hand" skilled through experience in precise production. With Emily Post-ish exactness, this hand "does the right thing at the right time" hundreds of times a day, completing work initiated and developed by people he's never seen.

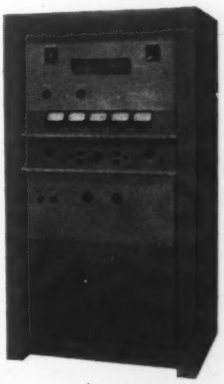
This final move is the most important one for it vitalizes your efforts, delivering your message to Eastern North Carolina. You needn't worry. The move will be the right one. WNCT advertisers know that!

WNCT Greenville ★ N. C.
channel 9 PRIMARY CBS AFF
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr
REPRESENTED NATIONALLY BY HOLLINGBERY

POWER Plus
★ PERFORMANCE ★

The Gates BC-1J One Kilowatt Transmitter Leads the field in *SALES!*

Based on field reports compiled by Gates sales engineers, BC-1J outsold all competition during 1956 and came close to equaling the combined sales of any two competitors, notwithstanding one competitive model less in price.



GATES
GATES RADIO COMPANY
QUINCY, ILL., U. S. A.
MANUFACTURING ENGINEERS SINCE 1922

G. BENNETT LARSON, general manager of KTVT (TV) Salt Lake City, signs the contract held by Charles C. (Bud) Barry, vice president in charge of television for Loew's Inc., for the purchase of the MGM library of more than 700 pre-1949 feature films. Others at the signing (l to r, standing): Herb Jacobs, of TV Inc., film buying office of KTVT (TV); Richard Harper, MGM-TV's new general sales manager, and C. Pete Jaeger, MGM-TV eastern regional sales manager.

STATION PEOPLE

Ralph Davison Jr., formerly regional sales manager for KUTV (TV) Salt Lake City, Utah, and KLIX-TV Twin Falls, Idaho, to KTVR (TV) Denver as executive vice president and general manager.

Gene Klein, sales manager, WMCK McKeesport, named manager of WLEU Erie, both Pa.

George Greaves, general executive, KRCA (TV) Los Angeles, to KBET-TV Sacramento, Calif., as station manager.

T. Richard Dunn, WCHS-TV Portland, Maine, to WLOB, same city, as chief engineer.

John G. Britt and **Carroll Chambers** named station manager and sales representative, respectively, for WGOL Goldsboro, N. C.

Willard S. Smith, promotion-merchandising manager, WJBK-TV Detroit, to station's sales staff.

Edmond L. Feeley appointed northern sales manager for KEYT (TV) Santa Barbara, Calif., succeeding **Bob Allen.**

Ben K. West, formerly promotion, regional sales manager at WINT (TV) Fort Wayne, Ind., named commercial manager of WTVP (TV) Decatur, Ill.

Jack Lynn, film buyer-manager of film programs, WABD (TV) New York, promoted to similar capacity with parent DuMont Broadcasting Corp. (WABD [TV] and WTTG [TV] Washington D. C.). **Richard L. Geismar,** assistant treasurer of corporation, named executive assistant to president.

Harold B. Arkoff, KGIL Sherman Oaks, Calif., named commercial manager, and **Ted Rogers,** KSL-TV and KMUR Salt Lake City, joins KGIL as account executive.

George L. Kenyon, service coordinator, WJBK-TV Detroit, named promotion-merchandising manager.

Robert H. Kimball, promotion director, Crosley Broadcasting Corp., Cincinnati, Ohio, to WAGA-TV Atlanta as promotion manager.

Bill Vidal, commercial manager, WBOF Virginia Beach, to WYOU and WACH-TV Norfolk, both Va., as sales manager.

Walt Lochman Jr., KCKN Kansas City, Mo., named local sales manager.

Thomas J. Severin, program manager, WMAR-TV Baltimore, named director of public service for station. He also is responsible for script and traffic operations of station. **R. Eugene Hamilton** named film editor and **Bruce Kelbel** appointed Mr. Hamilton's assistant at WMAR-TV.

Alan Jarlson, Las Vegas newsman, to KRAM, same city, as news-special events director.

Ted Clark, announcer, WITV (TV) Miami, named director of public service-special events.

Paul Andrews, editor-writer-lecturer-traveller, to WOR-TV New York, as director of travel-transportation advertising.

John Highfield, sales representative for Ohio Bell Telephone Co., in Columbus, to KAFY Bakersfield, Calif., as account executive.

Elizabeth Bain, film director-buyer at WGN-TV Chicago, to WBBM-TV, same city, as film manager.

Hal Moore, WNEW New York disc jockey, to additional post as assistant to station's program manager.

Jack Link, program director at KIDO-TV Boise, Idaho, to KING Seattle, Wash., in similar capacity.

Ken Hirsch, promotion director at WKZO-AM-TV Kalamazoo, Mich., resigns to freelance in tv writing in Hollywood.

Robert W. Miller, KENS-AM-TV San Antonio, promoted to merchandise-sales promotion director and **Dick Wheeler** joins KENS-TV's announcing staff.

Merlin Fisher, copy department, KTVW (TV) Seattle-Tacoma, Wash., named promotion-publicity director, succeeding **Edna K. Hanna,** resigned.

Ellen Edwards, promotion secretary at WITI-TV Milwaukee, to continuity director, succeeding **Justine Leonard,** who has joined Fromstein & Levy Adv. Agency, same city.

Jack Laflin, sports director, KOCY Oklahoma City, to WCHS-AM-TV Charleston, W. Va., sports director.

Marie McDonald, woman's director at KFBI Wichita, Kan., to KARD-TV, same city, in similar capacity.

Marvin Camp, formerly with news-special events department of WRCA-AM-TV New York, to WOR, same city, as assistant news and special events director.

Frank J. Doherty, announcer-director at WHYN-TV Springfield, Mass., to WWLP (TV), same city, in similar capacity.

Frank L. Manley to WNAO-TV Raleigh, N. C., as account executive.

Jim McMillen appointed news director for WKIX Raleigh, N. C. **William B. Humble** and **Robert J. Fox II** to same station as account executives.

Chuck Young named chief of record library at KYW Cleveland.

Conrad Payeur, from HZA Dharan, Saudi Arabia, to engineering staff, WEEI Boston.

BROADCAST TUBES *are always in stock at* **ALLIED**

IMMEDIATE DELIVERY ON

RCA 1850-A

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks.

Refer to your complete ALLIED Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
100 N. Western Ave.
Chicago 80
Phone: HAymarket 1-6800

GROCERS GO FOR WCIA (TV) RESULTS

TELEVISION in general and WCIA (TV) Champaign, Ill., in particular get credit for a 19½% sales increase in the 95 outlets of the Independent Grocers Alliance in the east-central Illinois area.

The IGA is an association for co-op buying to compete with the chain stores in volume purchases and merchandising products.

IGA formerly used newspaper ads. Now, it has a $60,000 budget carefully tailored to a four program catch-all audience for tv.

WCIA (TV) Champaign, Ill., carries the IGA shows. Careful screening of the personalities on the programs insures audience appeal, the station says.

Public Defender gets 9:30 p.m. weekly exposure. Three full minute commercials are woven into the show; an institutional, a big sell on a traffic item and a meat promotion.

Tuesday a newscast with local and national news coverage—6:30-6:45 p.m.—calls for commercials on IGA brands.

The daytime show, Monday through Friday, 4-4:30, was selected as the time wives think in terms of dinner. Low pressure selling of meats and the where-to-buy angle are featured here.

Finally a ventriloquist m.c., Sheriff Sid, plus western movies, push dairy products four times a week from 4:30 to 5.

No particular merchandising efforts are made. Each IGA store is told of the items which are advertised and features such items. Point-of-sale streamers and posters back WCIA sales at the store level.

The merchants are billed weekly for their share of the cost.

Dave Maxwell, manager of KBIF Fresno, Calif., to national sales staff of KFRE-AM-TV, same city.

Hal Murray and **Joel Salter** to WDSU-TV New Orleans as announcer and graphic artist, respectively.

Alan Douglas, announcer-writer, joins WEWS (TV) Cleveland as producer-announcer.

William P. Hessian Jr., formerly salesman at Colgate-Palmolive Co., to WNDU South Bend, Ind., local sales staff.

Jerry Jones, time salesman for KWKW Pasadena and KPOP Los Angeles, to KGFJ Los Angeles, sales staff.

Ed Hart, account executive at WBBM Chicago, to sales and talent staff of KHJ L. A.

Jim O'Leary, sales department, KOYN Billings, Mont., to KDIX-TV Dickinson, N. D., in similar capacity.

Gerald A. Walsh, recent graduate of Kent State U. (Kent, Ohio), to KYW Cleveland, as assistant record librarian.

Jerry Marshall, former WNEW New York disc jockey *(Make Believe Ballroom)* has joined WMGM, same city.

Gary Owens, disc jockey at KOIL Omaha, Neb., to KIMN Denver, in similar capacity.

Esther Womer, state finalist in Mrs. America contest, signed by KARD-TV Wichita, Kans., as hostess of station's *Food Fiesta* program.

Jerry Gravett to KWRC Pendleton, Ore., as comboman; **Robert Carlile** and **Charles Hughert** to WAAM-TV Baltimore, as cameramen; **John Hillsbury** to KLOR-TV Portland, Ore., as floorman; **James DeBold** to WFLB Fayetteville, N. C.; **Dean L. Pond** to KUTV (TV) Salt Lake City, Utah, and **Vincent Coyle** to KYOR Blythe, Calif., as announcer-salesman. All are recent graduates of Northwest Radio & TV School.

Leslie C. Johnson, vice president-general manager of WHBF-AM-TV Rock Island, Ill., reappointed by Gov. William G. Stratton as member of Illinois Aeronautical Advisory Board.

Harold P. See, general manager of KRON-TV San Francisco, elected to three-year term on board of directors of S. F. Employer's Council.

Nelson Brown, WNLC New London, Conn., program director, elected Speaker of Conn. House of Representatives.

Lawrence J. Gutter, commercial manager of WEAW Evanston, Ill., appointed section chairman for crusade of American Cancer Society (Illinois Div.) during April.

Ken Corbitt, announcing staff of WTVD (TV) Durham, N. C., named by U. of North Carolina advertising class to attend Assn. of Adv. Men & Women's "Inside Adv. Week" in N. Y., on March 30-April 5.

Jene Todd, KCBS San Francisco women's commentator, named chairman of Special Services Committee of S. F. Mental Health Society.

W. Frank Harden, managing director, WIS Columbia, S. C., father of girl.

Chet Behrman, operations director, WFIE-TV Evansville, Ind., father of girl, Dru Anne, Feb. 27.

Allen Bonapart, morning news editor at WIBX Utica, N. Y., father of girl, Beth Ann, March 11.

Jim Whipkey, newsman, KFOR Lincoln, Neb., father of girl, Stephanie Autumn, Feb. 15.

Bill Hanson, WEEI Boston announcer, father of boy, Feb. 26.

Bob Williams, singer, WBT Charlotte, N. C., father of girl, Cynthia Ann, March 1.

Joe Pinner, disc jockey, WMBR-TV Jacksonville, Fla., married **Peggy Deen,** singer, on March 3.

Biggest Twin Cities traffic jams are in store aisles—downtown, uptown, wherever WLOL's Big 5 disc jockeys say "Go!" Local businessmen know that. That's why they buy WLOL in preference to any other station.

Cumulative Pulse Audience gives you the lowdown on this strong pull. It shows 72.5% of homes in Minneapolis-St. Paul and environs tuned to 1330—WLOL—week in and week out!

WLOL

Top Independent Radio in

MINNEAPOLIS • ST. PAUL

1330 on the dial 5000 watts

LARRY BENTSON, President

Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

Represented by
AM RADIO SALES

CARTB MAY CHANGE NAME BACK TO CAB

- **Convention to hear motion**
- **Canadian meet agenda set**

CANADIAN Assn. of Radio & Television Broadcasters may change its name back to the former Canadian Assn. of Broadcasters.

A motion to that effect, submitted by the Atlantic Assn. of Broadcasters, will be discussed at the closed business session of the CARTB convention at Quebec City on March 26.

During the business session it is expected that a report of the Royal Commission on Broadcasting will be discussed. The report is expected to be tabled with the Canadian Parliament just before the CARTB annual meeting starts on March 25. The Royal Commission sat during most of 1956 throughout Canada and is reporting to the Canadian government on future financing of the publicly-owned Canadian Broadcasting Corp., policies on private networks and competitive television for Canadian cities.

The CARTB closed business meeting is also expected to discuss a motion that member stations "advise the manager of the bank with which it does business that the station opposes bank policy in agreeing not to use broadcast advertising, and that as a result the station will refuse to carry publicity releases issued by banking institutions, and that the station will give preference in its financial dealing to any bank which disassociates itself from that policy."

Canadian banks have not used radio or television for many years on a national basis, although some banks have used both media locally to announce opening of new branches. Canada's nine banks are all operated on a national basis, with branches throughout the country.

Incentives to Youngster

CARTB members will discuss a resolution of the Central Canada Broadcasters Assn. regarding scholarships for students at the Ontario government's Ryerson Institute of Technology, Toronto, as a means towards attracting more suitable young people to train for radio and television station work.

The potential of color advertising on television will be featured by John J. Green Jr., advertising manager of Fowler, Dick & Walker, Boston retail store, at the Television Day morning session on March 27. He will demonstrate with kinescope and slides the use of color and black-and-white tv advertising by his company.

Other speakers on Television Day will be Rodney Erickson, vice-president of Young & Rubicam, Inc., New York, who will discuss "A Scientific Approach to Television Sales"; William C. Dekker, vice-president of McCann-Erickson, New York; Herb Stewart, CHCT-TV Calgary, Alta.; Bruce Alloway, CFRN-TV Edmonton, Alta.; Cliff Wingrove, CFPL-TV London, Ont.; and Blair Nelson, CFQC-TV Saskatoon, Sask. Fred Lynds, CKCW-TV Moncton, N. B., will introduce a group of local advertisers who will tell how tv has been used in building their business.

Radio Day, March 25, will have a panel, headed by Bill Byles, H. N. Stovin & Co., Toronto, station representative, on "Why I Don't Like Radio." A group of unidentified sponsors will air their complaints to the Canadian broadcasting station executives. Jack Davidson, Northern Broadcasting Ltd., Toronto, will follow with a panel of sponsors who have found radio useful in building their businesses.

The Radio Day audience also will hear from Barney Corson, Tidy House Products Co., Shenandoah, Iowa; Fred Gregg, Young & Rubicam, New York; Arthur Porter, vice-president of J. Walter Thompson Co., New York; and Dr. Paul Lazarsfeld, Columbia U., New York.

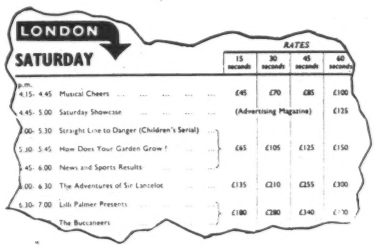
Regional meetings will be held during the convention, with the Atlantic Assn. of Broadcasters meeting on Sunday, March 24, and luncheon meetings being held on Monday by the French-language Radio and Television Assn. of Broadcasters, and the Central Canada Broadcasters Assn.

Annual dinner on March 26 will be addressed by Frank G. Clement, governor of Tennessee.

COMBINED OPERATION

A BOOKLET combining full program schedules for a four month period and advertising rates for 15, 30, 45 and 60-second "spots" for a seven month period was issued last month by Associated Television Ltd., one of England's four commercial tv companies. (For sample see cut).

In announcing the publication of the monthly booklet, Val Parnell, managing director of ATV, said each successive booklet will contain "any changes of programmes and advertising rates that may have been made


LONDON
SATURDAY

		RATES 15 seconds	30 seconds	45 seconds	60 seconds
p.m. 4.15- 4.45	Musical Cheers	£45	£70	£85	£100
4.45- 5.00	Saturday Showcase	(Advertising Magazine)			£125
5.00- 5.30	Straight Line to Danger (Children's Serial)				
5.30- 5.45	How Does Your Garden Grow?	£65	£105	£125	£150
5.45- 6.00	News and Sports Results				
6.00- 6.30	The Adventures of Sir Lancelot	£135	£210	£255	£300
6.30- 7.00	Lilli Palmer Presents The Buccaneers	£180	£280	£340	£[illegible]70

since the last one was issued, or any news of general interest. Each booklet therefore will not only contain the latest programme information, but should be recognised as our official rate card."

The first booklet includes ATV's new program schedule effective Feb. 16 to June 14, 1957; spot advertisements for the same period; summer spot rates to Sept. 16 this year, and additional advertising information such as live commercials, "flashes" with slides, color commercials, hourly and full-day spot costs, and others.

NBC Studies Investing In Cuban Tv Company

NBC will decide within the next 30 days whether or not to acquire a 25% interest in a new Cuban organization covering six tv stations in Cuba, Alfred R. Stern, director of international operations for NBC, reported last week. A Cuban syndicate approached NBC several months ago, urging investment of about $750,000 in the new company, which is attempting to raise $3 million.

The Cuban group includes the Mestre brothers, Havana Contractor Alberto Vadia, and the former owners of Radiotelevision Nacional, each of whom will acquire 25% interest. It is envisaged that the new organization, called CMBF Cadena Nacional S.A., would take over the assets of Radiotelevision Nacional, including CMUR-TV Havana (ch. 4); satellite stations in Santa Clara and Camaguey, satellites under construction in Mantanzas and Santiago, plus a 16-hop microwave, and CMBF-TV Havana (ch. 4), partly owned by the Mestre interests.

Mr. Stern reported that the negotiations with the Cuban syndicate are part of a series of exploratory moves the international operations unit of NBC has conducted since its formation last fall [CLOSED CIRCUIT, Feb. 18]. He said the unit has set up these objectives for itself in countries outside the U. S.; acquisition of interests in radio and television stations; sale of management services, including on-the-spot technical and professional assistance; sale of recorded programs originally carried on NBC.

NBC's international operation, Mr. Stern said, will have several announcements to make shortly about specific activities it will undertake. He added that NBC's research department currently is engaged in a project to determine where and how NBC can make a useful contribution at a profit.

Students Seize Radio Station In Havana During Cuban Revolt

FOR 20 short minutes during last Wednesday's abortive attempt to overthrow the Batista regime in Cuba, students controlled Reloj (Clock), a commercial radio station in an Havana suburb, and broadcast reports that the revolt was successful, that the Army had thrown out its commanders and joined the insurgents.

Following recapture of the station, which broadcasts news and the time of day, censorship was clamped on radio and tv by the Ministry of Communications. The order barred the telecasting of any of the fighting.

Radio Tokyo Buys CBS-TV Films

CBS Television Film Sales Inc. has sold *Annie Oakley, Buffalo Bill Jr.* and *The Adventures of Champion* to Radio Tokyo Inc., Fred Mahlstedt, director of operations and production, announced last week. Negotiations in Japan were handled for CBS Film by Sekiya & Co., Tokyo. CBS Film already has sold *The Whistler,* CBS Newsfilm and Terrytoons to Radio Tokyo and is in negotiation for the sale of additional properties including *I Love Lucy, Gunsmoke, The Phil Silvers Show, Air Power, Whirlybirds* and *San Francisco Beat.*

HIGH-SPEED PHOTOS PROMISED BY VIDEO

- **Electronic method predicted**
- **Would give 5-second prints**

A HIGH-SPEED system of electronic color photography that would provide permanent prints of pictures taken less than five seconds earlier at points thousands of miles away was predicted Wednesday by Dr. Irving Wolff, vice president of research, RCA.

Speaking to the Boston section of the American Institute of Electrical Engineers, Dr. Wolff pointed out that techniques now exist for performing all steps in the photographic process by instantaneous electronic means "from exposure to final print, and including the means for storing images in electrical form on magnetic tape.

"We can now foresee future systems in which television cameras, magnetic tape recording equipment and electronic printing techniques will be linked in various ways to provide versatile high-speed chains with many applications in the home, in industry and in defense," Dr. Wolff said.

"With such a system, for example, a newsworthy event in New Orleans, San Francisco, Chicago or another city might be viewed by a portable television unit carried by a single newsman. The image would be transmitted instantaneously from the portable unit to a nearby relay point for transmission over a closed circuit or network facilities to New York or Boston, where the image could be recorded electronically on tape.

"The tape recording could provide a motion picture record for instant viewing or later playback and rebroadcast. At the same time, any single section of the tape, corresponding to a single frame of the television picture, could be played back repeatedly at high speed to provide a 'still' that could be printed electronically on paper directly from a special type of television picture tube. In this case, the entire process, from exposure in the distant city to the final print in New York or Boston, would take some seconds."

Dr. Wolff told the engineering group that the major elements of such a system already exist in basic form. He listed these as:

(1) A compact, light-weight television camera, employing a new ½-inch vidicon pickup tube and transistorized circuits. While present developmental types are designed for black-and-white television, he stated that portable color cameras incorporating these small components are certain to appear in the near future.

(2) The magnetic tape system for color television, which makes possible the recording of color or black-and-white signals for immediate or later playback.

(3) The RCA "Electrofax" process of high-speed, direct printing by electronic means. Dr. Wolff pointed out that progress will be made in adding color to the Electrofax process to achieve color prints on paper, and that development is proceeding on a high-speed system for printing directly on Electrofax paper from a specially designed television-type tube.

"These comprise all of the elements of a photographic system," he said. "However,

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a system employing these electronic steps would be totally novel in its over-all ability to handle motion and color and to transmit visual information instantly to remote points for high-speed recording."

Looking even further into the future, Dr. Wolff predicted the ultimate development of extremely compact systems for transmitting and storing pictures.

"In any system using light directly, we are limited by the wavelength of visible light in our ability to reduce the area for storage," he said.

"Electronic methods, free from this limitation, give us the potential ability to store far more information in the same area. In addition, electronic methods of high-speed coding will be able to eliminate redundancy in transmitting and storing visual information. Already, electronic coding techniques have been applied with great effect to cut down such redundancy in verbal information. Potentially, therefore, we have a further means for increasing substantially the amount of picture information that can be stored in a given area."

Business Up, Reports Sylvania, Feb. of '56 Sets Sales Record

SYLVANIA Electric Products Inc., New York, last week reported record net sales of $311,021,046 in 1956 as against $307,371,315 in 1955. Net income last year totaled $13,706,189, off slightly from $13,812,970 in 1955.

Don G. Mitchell, the company's president and chairman, noted that in the television receiver business Sylvania's dollar volume was "considerably below expectations last year." He pointed out that it was an industry wide development attributed to "excessive inventories."

A heartening note was sounded for the tv receiver business, however, as Robert L. Shaw—general sales manager of the company's radio-tv division—reported that tv set sales in February were more than double those in February 1955. He said it was the largest sales increase for that month since Sylvania entered the tv receiver field in 1949.

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FOR EFFICIENT ELECTRONS

FORMATION of a new scientific task group for faster utilization of new electronic discoveries was announced last week by Dr. Clarence Zener, director of Westinghouse Research Labs., Pittsburgh. Among projects assigned to the group, called the Physics Project Laboratory, are continued development of the image multiplier tube and several classified projects for the government. A. E. Anderson, former executive assistant to Dr. J. A. Hutcheson, vice president in charge of research and engineering, will head the new laboratory. Other appointments are R. O. McIntosh as section manager in charge of tube laboratory operations and R. W. Decker and M. M. Wachtel, project supervisors.

Annual Motorola Inc. Report Predicts Record '57 Earnings

SYMPTOMS of uneasiness in the radio-tv production industry apparently are not felt by Motorola Inc. for 1957.

Expressions of optimism were made by Paul V. Galvin, board chairman, in his annual report to shareholders last week. He confirmed estimates of record sales and reduced earnings for 1956, reporting sales of $227,562,168 compared with $226,653,953 in 1955 and earnings of $7,966,817 as against $8,499,539 the previous year [B•T, March 4]. Mr. Galvin also predicted higher sales and earnings in 1957.

Lower profits last year were attributed to "very competitive" tv price levels, plus a reduced volume of automobile radio sales.

Westinghouse Enters Hi-Fi Field

"THE serious entry of Westinghouse into the quality high-fidelity field" was announced last week with the appointment of R. H. G. Mathews as manager of a new hi-fi radio-phonograph department. E. J. Kelly, general manager of the tv-radio division of Westinghouse Electric Corp., said his company is building a strong engineering, production, sales and service organization for "this vastly growing market" and will produce units at "extremely competitive prices." Mr. Mathews moves to Westinghouse from the Magnavox Co., where he was director of the hi-fi division.

Wall to Head Broadcast Sales In GE Technical Products Dept.

APPOINTMENT of John Wall as manager of sales for broadcast equipment in the Technical Products Department of General Electric Co. was to be announced today (Monday) by Paul L. Chamberlain, manager of marketing.

MR. WALL

In his new position, Mr. Wall will be responsible for nationwide sales of GE's radio and television broadcast equipment. He formerly was regional sales manager with headquarters in Cincinnati, responsible for broadcast equipment sales in the northeast region.

Mr. Wall will be located at Electronics Park, Syracuse, headquarters for the technical products department. The department develops and manufactures a complete line of radio and tv broadcast equipment, including high-power antennas, transmitters and other studio and station equipment. Television equipment includes both black-and-white and color transmitting gear.

Mr. Wall joined GE in 1928 and has been associated with the company's broadcast business since 1935.

MANUFACTURING SHORTS

Sylvania Electric Products, N. Y., announces $50 price increase on table and console model color tv sets.

International Scientific Industries Corp., Weston, Mass., announces its new tape recoder, ISI Model 100, which utilizes magnetic differential clutch brake system, replacing conventional friction clutch and brake. Recorder has two-speed synchronous hysteresis motor and positions for six heads to permit any combination user desires. Ten-inch reel adapter, VU meter and stereo playback kit are accessories that may be added.

"—positively astounding! It's the special I'm running over KRIZ Phoenix!"

28 Tv, Radio Awards Given by NAFBRAT

CBS-TV's "Our Mr. Sun" and NBC Radio's *Biographies in Sound* have won program-of-the-year honors in the fifth annual national awards by the National Assn. for Better Radio and Television. Edward R. Murrow, CBS commentator, was voted "Man of the Year in Radio and Television" by NAFBRAT members for his broadcasts on the Middle East area.

NAFBRAT President Clara S. Logan announced the winners in 28 categories last Wednesday. The annual awards covered programs broadcast in 1956.

Television award winners:

For drama, *Playhouse 90* (CBS); for adventure and travel, *Wide, Wide World* (NBC); for family situation, *Father Knows Best* (NBC); education, "Our Mr. Sun" (CBS); comedy, *Jack Benny* (CBS); news, broadcasts by Chet Huntley and David Brinkley (NBC); interviews, *Person to Person* (CBS, Mr. Murrow); popular music, *Perry Como* (NBC); classical music, *Voice of Firestone* (ABC); quiz program, *$64,000 Question* (CBS); public service, Jack Gould of the *New York Times* (for encouraging greater network television coverage of United Nations sessions); children's program, *Lassie* (CBS); teenagers' program, *Youth Wants to Know* (NBC); daytime program, *Matinee Theater* (NBC); best new program, *Playhouse 90* (CBS), and tv program of the year, "Our Mr. Sun" (CBS).

Radio awards winners:

For entertainment, CBS *Radio Workshop;* news, Edward R. Murrow (CBS); education and information, *Biographies in Sound* (NBC); popular music, *The Woolworth Hour* (CBS); classical music, *The Telephone Hour* (NBC); literature and philosophy, *Invitation to Learning* (CBS); children's program, *No School Today* (ABC); teenagers' program, *Symphonies for Youth* (MBS); agricultural program, *National Farm and Home Hour* (NBC); best new program, CBS *Radio Workshop,* and radio program of the year, *Biographies in Sound* (NBC).

A SPECIAL disaster award for "outstanding cooperation" in aiding flood victims of eastern Kentucky, Virginia and West Virginia has been presented WCKY Cincinnati by the American National Red Cross. Making the presentation last Wednesday was Gen. Alfred M. Gruenther, (l) Red Cross president, and receiving it was Charles Topmiller, the station's president-general manager. The award was earned by WCKY as a result of two nights and two days of continuous on-the-spot broadcasting in late January from the Kentucky flood area. The broadcasts were made by Paul Miller, WCKY program director; Nick Rice, news reporter, and Adrian Lentz, engineer.

Zorbaugh Honored By N.Y.U.

GERALDINE Bone Zorbaugh, vice president and general attorney for CBS Radio, N. Y., and H. Thomas Austern, partner in the law firm of Covington & Burling, Washington, D. C., were honored last Saturday by the New York U. Washington Square College of Arts and Sciences. They were chosen the "Woman of the Year" and the "Man of the Year" by the alumni and they received Alumni Achievement Awards at a luncheon opening the Alumni's homecoming program.

AWARD SHORTS

WHLI Hempstead, N. Y., received award from U. S. Treasury Dept. for "patriotic service to the community and nation."

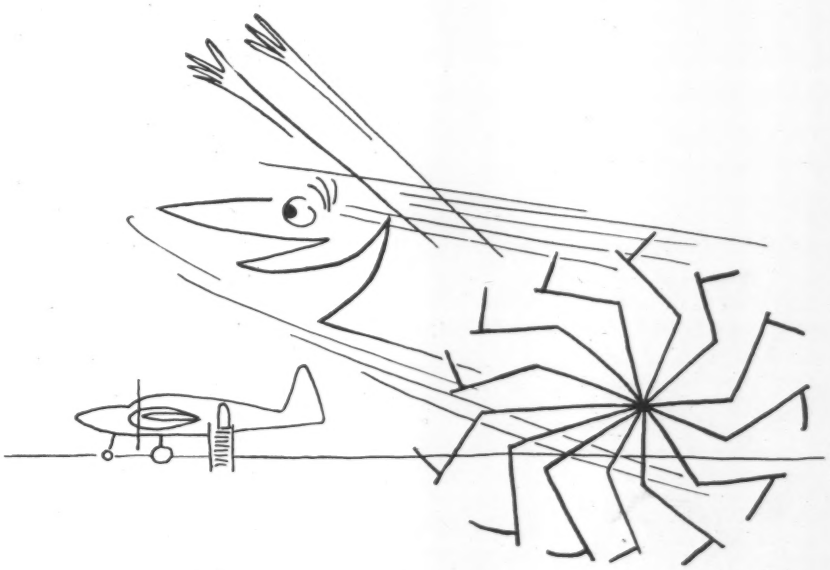
Richard W. Chapin, general manager, KFOR Lincoln, Neb., named "Outstanding Young Man" by local Jr. Chamber of Commerce.

ACCEPTING an encased Freedoms Foundation George Washington medal on behalf of the public affairs committee of WTVJ (TV) Miami from Mitchell Wolfson (r), station president, is Miss Lee Waller, WTVJ (TV) program director. The presentation was made at a special dinner in Miami honoring the public affairs committee, which planned and produced the award winning public service program, Listen to the People, telecast last July 4, 1956. Mr. Wolfson originally accepted the Freedoms Foundation's top medal for the station in award ceremonies held last month at Valley Forge, Pa., [B•T, Feb. 25].

GO, MAN, GO!

The NARTB Convention's April 7-11 in Chicago. Go!

Then read all about it in the April 8 Convention Issue of B. T.



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MILESTONES

Oldtimers Join in Celebration Of WSB's 35th Birthday Event

VOICES from the past augmented those of the present on WSB Atlanta Friday, as that station observed its 35th year of broadcasting.

Theme of the day-long broadcast event was "First—for 35 Years" in public service, news, music, information and entertainment in the WSB area. Oldtime performers came to the new WSB plant, "White Columns" to reminisce about days that began in 1922 when WSB housed its 100 w transmitter in a room atop the *Atlanta Journal* building. "White Columns," today's $1,500,000 headquarters for the 50 kw clear channel station, was dedicated last April.

Present-day WSB officials participating in the commemoration were J. Leonard Reinsch, executive director; John M. Outler, general manager; Frank Gaither, radio manager; Elmo Ellis, program director, and Walter Paschall, promotion director. Oldtimers included C. F. Daugherty, former chief engineer; and former WSB Manager Lambdin Kay.

Others taking part: Sen. Herman Talmadge (D-Ga.), Atlanta Mayor William B. Hartsfield; Ed Petry of Petry & Co., *Journal* columnist Ernest Rogers, glee clubs of Emory U. and Georgia Tech, the Shrine Band, Third Army Band and the Decatur Civic Chorus.

► WTIC Hartford, Conn., NBC charter-affiliate, has observed 32d anniversary.

► KXO El Centro, Calif., marked its 30th anniversary with a month-long celebration.

► FREEMAN GOSDEN and CHARLES CORRELL mark 30th year of broadcasting as Amos 'n Andy.

► CHARLES PARKER, WDRC Hartford, Conn., account executive, observing 13th anniversary with station this month.

► RUTH LYONS, WLWT (TV) Cincinnati, marked her 11th year on the *50-50 Club* show.

► WWJ-TV Detroit celebrated 10th anniversary March 4.

► WCLI Corning, N. Y., celebrated its 10th year on air.

► FRANCOIS POPE's *Creative Cookery* chalked up 300 weeks of telecasting on WBKB (TV) Chicago with its 1,500th consecutive program March 1.

► THE Edwards Agency, Los Angeles, has celebrated its eighth anniversary.

► KBOL Boulder, Colo., celebrated 10th anniversary Feb. 15 with move into new offices and studios.

► FORDHAM U.'s WFUV (FM) New York celebrated its 10th anniversary.

► NBC-TV's *Home* show entered fourth year on television.

EDUCATION

NBC Educational Shows Start On 20 Non-commercial Stations

FIRST live interconnected network broadcasts of programs to educational stations began last week under a project conducted by NBC in cooperation with the Educational Television & Radio Center at Ann Arbor, Mich.

Under the plan, NBC transmits a program each weekday from New York from 6:30-7 p.m. EST to all educational tv stations desiring the programming. Twenty stations received the first week's offerings and about 10 more are expected to sign for the service in the fall when a second 13-week cycle will begin.

Programs deal with American literature on Monday, geography on Tuesday, mathematics on Wednesday, American government on Thursday and opera history on Friday. They are conducted by specialists in the various academic fields.

Edward Stanley, NBC manager of public service programs, who heads the educational tv project told a news conference last Monday at the premiere of the telecasts, that NBC-owned stations may obtain kinescope recordings of the programs for use in their schedules. He noted that WRCA-TV New York already has agreed to carry kinescopes on Saturday, 1:30-2:30 p.m. EST, starting March 23 and Sunday, 9:30-11 a.m. EST, starting March 24.

The Educational Television & Radio Center has allocated $300,000 to the project and NBC has matched this figure, but a spokesman last week said that its share might reach almost $500,000 because of unanticipated expenses.

NBC producers assigned to the series are David Lowe, executive producer for the mathematics program; William Parish, American literature; Dorothy Culbertson, world geography; Brice Howard, American government and Charles Polacheck, music. The center is consulting with NBC in designing all five programs and also is supplying local loops to connect the educational stations with the NBC network lines.

Workshops on Farm-Home Radio To Take Place in Six Cities

THE first of six Radio Workshops for Agricultural & Home Economics Broadcasters will be held at the Hotel New Yorker, New York, April 6-8, according to Max Kirkland, director of the workshops and radio-tv editor of Rutgers U. College of Agriculture, New Brunswick, N. J.

Each workshop will be designed to accommodate approximately 100. The others will be held at three-week intervals in Atlanta, Fort Worth, Chicago, Omaha and Salt Lake City. They will be sponsored jointly by NARTB, Dept. of Agriculture, National Assn. of Tv-Radio Farm Directors, National Assn. of Educational Broadcasters, American Assn. of Agricultural College Editors, National Assn. of County & Home Demonstration Agents and National Project in Agricultural Communications, Michigan State U.

The programs will include an analysis of radio problems as related to agriculture,

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For Radio

Quarter hour transcriptions feature Steve Allen, Perry Como, Bing Crosby and Patti Page . . . also Milton Cross introducing the Chicago Symphony Orchestra . . . Deejay interviews with Teresa Brewer, Eddie Fisher, Julius La Rosa and Patti Page . . . song spots by Doris Day and Helen Traubel . . . 24 other recorded spots by leaders in sports, religion, stage and screen.

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"Auntie Mame"—Patrick Dennis
"I, Claudius"—Robert Graves
"The Bridge of San Luis Rey"—Thornton Wilder
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EDUCATION

radio's role in communications, human behavior as affected by radio, audience psychology, planning and promotion and operational research. Among speakers for the New York sessions are Melvin Goldberg, director of research, Westinghouse Broadcasting Corp.; Doris Corwith, NBC public service program director; George Kern, McCann-Erickson account executive, and Merl Galusha, manager, WGY Schenectady, N. Y.

CBS Foundation to Award Fellowships Before May 1

EIGHT FELLOWSHIPS at Columbia U. provided by CBS Foundation Inc. will be awarded before May 1, the selecting committee has announced. The CBS fellowships allow a year of study at Columbia for promising persons working in the field of radio-tv news and public affairs.

The eight fellows will be chosen from a total of 140 applications received before the March 1 deadline, the selecting committee said. Of the 140 applicants, from 35 states and the District of Columbia, 37 are college and university teachers or educational station personnel; 59 are non-CBS commercial station personnel and 44 are staff members of CBS Radio and Tv or of stations owned by CBS.

Walker in Educational Forum

FRED E. WALKER, manager of WTTM Trenton, N. J., has been selected by the New Jersey Education Assn. to represent air media in a statewide conference on public relations for schools and teachers. He will discuss use of radio and television by educators. The NJEA meeting will be held at Trenton State Teachers College, Saturday, March 23.

Gross Endows Fellowship

THE Julian Gross Advertising Fellowship, initially endowed at $6,000, has been announced by President Alan S. Wilson of Hillyer College, Hartford, Conn. Mr. Gross, president of the advertising agency bearing his name, was a principal in WNBC (TV) (formerly WKNB-TV) New Britain Conn., before it was sold to NBC.

The fellowship was set up to defray expenses of lecturers and discussion leaders in special business administration programs at the college. Main objective of the program, Mr. Gross said, is to develop creative thinking in more effective use of advertising and public relations.

Students 'Intern' at CBS News

NINE students from the Columbia U. Graduate School of Journalism have been selected to serve one-week periods as "interns" with CBS News during the current spring session, it was announced jointly last week by Dean Edward W. Barrett of the Journalism School and John F. Day, CBS director of news. The arrangement, which began last Monday, provides that each of the nine students will spend a week with the CBS News television staff as it processes news from the moment an event occurs until it is broadcast.

PROGRAMS & PROMOTIONS

WMUR-TV Presents Mock Telecast

WMUR-TV Manchester, N. H., presented a mock telecast for the 47th annual Chamber of Commerce dinner in that city last month. The auditorium, where the meeting was held, was plunged into darkness and a tv set lit up showing WMUR-TV News Editor Tom Power. He gave a special salute to the Chamber of Commerce and its officers and used the same format as his nightly newscast. News film of the guests and speaker, Harold E. Fellows, NARTB president, were taken during the dinner and used a few minutes later for the mock telecast.

Tv Viewers Can Be Winners, Too

MORE than 80 tv stations have signed for *The Hidden Treasure Show*—a nationwide quiz program that features the "Songram Sweepstakes" contest—it was announced last week by William Tell Productions Inc. Home viewers can win $55,000 in cash prizes. More than 40 million entry blanks will be distributed, with approximately one blank for every four persons in the U. S.

CBC's Child Development Series

A SERIES of ten programs on child development starts on April 7 as a Sunday afternoon feature on all Canadian English-language television stations. The series, *Family Circle,* will feature films on child development along with live studio discussion based on the film subject. The series will cover all stages of child development from birth to 15 years of age. The program was developed by talks and public affairs department of the Canadian Broadcasting Corp.

JOHN S. HAYES, president of the Washington Post Broadcast Div., WTOP-AM-FM-TV and WMBR-AM-FM-TV Jacksonville, Fla., scored a clean beat with an interview with the first German officer ever to qualify for landings aboard an aircraft carrier. Capt. Hans Hefele has been getting a refresher course at Pensacola. Mr. Hayes, a member of the Navy Broadcasting Advisory Board, was visiting the Naval Air station at Pensacola. The German captain will command the German Navy air arm. Interview was carried by WTOP radio and tv.

SAGA OF EARL REVEAL

MANY may have felt like it at one time or another but it was left to Earl Reveal of Charleston, S. C., to do it. Mr. Reveal, watching western movies on WCHS-TV (ch. 8 in Charleston), decided he "didn't want his kids watching those movies on tv." Not being a man to use words loosely, Mr. Reveal thereupon fired three .38 slugs through the set.

That ended the immediate annoyance, but the gentleman's woes multiplied. His wife's testimony convicted him of discharging a firearm within city limits, and he received 10 days in jail and a $25 fine. His solitude has led him to realize the long-range futility of his protest; western movies are still going strong, and he no longer has the tv set it took him 18 months to pay for.

The Charleston Gazette (perhaps transferring a little animosity of its own) devoted several stories and an editorial to the incident, but their stories had Mr. Reveal shooting Arthur Godfrey. What the paper has against Mr. Godfrey we don't know, but a comment of theirs sums up the whole incident: "The shooting's great on channel eight."

WBKB Move Affects Program

WBKB (TV) Chicago has announced that effective last Monday, it has curtailed its *Movietime, USA* late evening film series and dropped another program to "ease" its operation during move of facilities of the ABC o&o outlet to its new quarters in the State Lake Bldg. [B•T, March 4]. Late version of *Movietime, USA*, comprising 20th Century Fox films aired 11:30 p.m.-1 a.m., will be dropped Sun.-Thurs. (but retained on Fri. and Sat.) and replaced with news, sports commentary and *Candid Camera* segments, following the 10 p.m. *Movietime, USA* series. Major factor in the cancellation was a lack of adequate sales response, according to a station spokesman. *Breakfast Bandstand* (7-8 a.m.) also is being dropped by the station, but the format will be retained in a new series featuring Ronny Born, it was reported by WBKB.

NBC-TV to Salute Baseball

NBC-TV will present an hour-and-a-half color program entitled *Salute to Baseball* on April 13 (Sat., 9-10:30 p.m. EST) with dancer Gene Kelly as host and Ed Gardner as monologist. Others who will appear on the special show are Commissioner of Baseball Ford Frick and 18 major league baseball players. The network also announced that Leo Durocher, Lindsey Nelsen and Jim Woods will be assigned as announcers to NBC-TV's major league baseball series on Saturday afternoons, beginning April 6.

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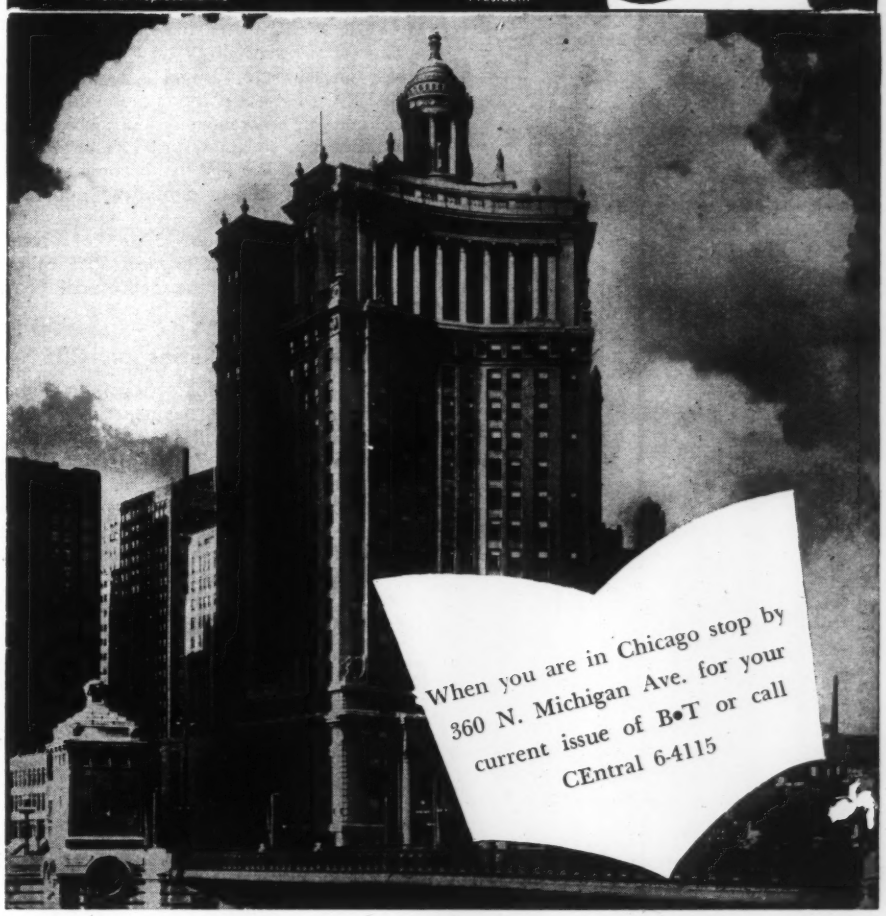

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TOASTING the contract which gave KBTV (TV) Denver the exclusive Butter-Nut coffee television advertising budget in that city are station personnel, officials of Buchanan-Thomas Adv. Co., Omaha, which handles Butter-Nut, and representatives of Paxton & Gallagher Co., makers of the coffee. Under the contract, KBTV plans to broadcast three five-minute weather programs daily, Monday through Friday. On hand at signing (l to r): Joe Herold, KBTV manager; Don Keough, Paxton & Gallagher assistant ad-sales manager; Jill Ferris, station staffer who becomes "The Butter-Nut Weather Girl"; Charles Harding, Butter-Nut account executive for Buchanan-Thomas, and R. W. Jacobsen, Paxton & Gallagher advertising and sales manager.

Mayor Promotes WTTW's Drive

MAYOR Richard J. Daley proclaimed the period of March 11-17 as "Channel 11 Week" in Chicago, urging citizen support of WTTW (TV), a non-commercial, educational station, in its current fund drive for a new fiscal year starting April 1. The proclamation claimed WTTW has become an "integral part of the community" and has "enriched" Chicago area televiewing. WTTW has raised about $130,000 of a total $312,000 required to help meet 50% of its $723,000 budget for the next fiscal year [B•T, March 4].

Hickman Begins Series on CBS

A NEW sports reporting series *Sport Time* with Herman Hickman, begins today (Mon.) on CBS Radio and will be heard Monday through Saturday at 7-7:05 p.m. Mr. Hickman, former football coach at Yale, was star of the CBS fall series *Herman Hickman's Football Forecast*. The new series is sponsored by the North American Phillips Co. (Norelco electric shavers) through C. J. LaRoche & Co. and the R. J. Reynolds Tobacco Co. through William Esty Co.

CBS-TV Launches Baseball Show

CBS-TV announces it will launch its third successive season of *Baseball Game of The Week* (Sat., 2:15 p.m. to conclusion) on April 6, with every major league team scheduled at least once throughout the 26-week series. Play-by-play announcers will be Dizzy Dean and Buddy Blattner. Hugh Beach will produce the show and Byron Paul will direct it.

'Conversation' Returns to NBC

AFTER a three-month hiatus, *Conversation* returns to NBC Radio beginning March 21 (Thursdays, 8:30-9 p.m. EST), moving *The Great Gildersleeve* to Tuesdays, 8:05-8:30 p.m. Charles Van Doren will be a guest on the first show and will discuss "What Is An Educated Man." The show, devoted to "good spontaneous talk," first went on NBC Radio in June 1954.

Post Time for 'Flicka'

CBS-TV's *My Friend Flicka* was scheduled to begin in the network's Sat. 7-7:30 p.m. EST time slot last Saturday. It will remain in that time period for three weeks and will then move to the Sunday, 6-6:30 p.m. slot on April 7. The program will replace the Sunday *Telephone Time* which will move to ABC-TV.

Mutual Regroups Evening Shows

MUTUAL last week regrouped its nighttime mystery-adventure, hour-long Mon.-Fri. program strips. Only show added is the *Secrets of Scotland Yard* which goes into the 8-8:25 p.m. period on Thursdays. Mystery shows are heard in the latter period, with the adventure strips broadcast in the 8:30-9 p.m. slot. The programs make use of stars such as Clive Brook, Marius Goring, Sir Laurence Olivier, Michael Redgrave, Sir Ralph Richardson and Orson Welles.

NCC to Broadcast to Moslems

PLANS for "a new Christian voice in the Moslem world" in the form of a 100 kw radio transmitter in the Near East were announced last week by the National Council of Churches. Dr. W. Burton Martin, head of the American Protestant church group's broadcasting unit, said the new shortwave transmitter, when constructed, will beam a cultural, educational and religious program to the whole of the Arab-speaking world. Exact location has not been decided, he said, but negotiations for a franchise are in progress. The cost of $250,000 will be met by Protestant foreign missions boards.

ROCK-'N-ROLL 'GONE'

POPULARITY of Elvis Presley notwithstanding, rock-'n-roll music will be heard no more—except in a "modified" form—over WBMS Boston.

Norman Furman, station general manager who made the announcement, attributed WBMS's decision to the fact "we now feel this type of music has become associated with certain unfavorable elements."

The station "will program some modified rock-'n-roll music on Saturday afternoons, and at the same time our disc jockeys will attempt to improve the musical tastes of our youthful listeners," Mr. Furman said.

Station Authorizations, Applications
(As Compiled by B • T)

March 7 through March 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through March 13

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,021	3,001	207	361	148
Fm	540	520	46	53	0

FCC Commercial Station Authorizations
As of January 31, 1957*

	Am	Fm	Tv
Licensed (all on air)	2,983	514	272
Cps on air	31	13	241
Cps not on air	123	24	120
Total authorized	3,137	551	633
Applications in hearing	178	3	103
New station requests	288	8	62
New station bids in hearing	120	0	69
Facilities change requests	155	9	53
Total applications pending	841	101	387
Licenses deleted in January	0	4	0
Cps deleted in January	1	0	1

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through March 13

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	381	91	472[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	348	323	671[4]
Noncomm. Educational	26	21	47[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,067	337	831	571	1,404[3]
Noncomm. Educ.	65		37	27	65[5]
Total	1,130	337	866	598	1,469[6]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 716 already granted.

New Tv Stations . . .

ACTION

Glendive, Mont.—Glendive Bcstg. Corp., granted vhf ch. 5 (76-82 mc); ERP 4.62 kw vis., 2.49 kw aur.; ant. height above average terrain -93 ft., above ground 125 ft. Estimated construction cost $59,400, first year operating cost $64,250, revenue $87,500. P.O. address % Radio Station **KXGN Glendive.** Studio and trans. location Kendrick Ave. and Valentine St. Geographic coordinates 47° 06′ 26″ N. Lat., 104° 42′ 36″ W. Long. Trans. and ant. GE. Legal counsel Harry J. Daly, Washington, D. C. Consulting engineer John H. Mullaney, Washington. Sole owner is Lewis W. Moore, who owns KXGN, and has theatre and realty interests. Announced March 13.

APPLICATIONS

Rome, Ga.—TV Rome Inc., vhf. ch. 9 (186-192 mc); ERP 12 kw visual, 6 kw aural; antenna height above average terrain 320 ft., above ground 337 ft. Estimated construction cost $142,869, first year operating cost $89,000, revenue $118,000. Post Office address 105 E. Fourth St., Rome. Studio location Rome. Trans. location Floyd County, Ga. Geographic coordinates 34° 15′ 15″ N. Lat., 85° 10′ 11″ W. Long. Trans. and ant. RCA. Legal counsel Benedict Cottone, Washington, D. C. Consulting engineer W. J. Holey, Atlanta, Ga. Principles include **James H. Scarborough** (29.59%), Rome banker, and **Geraldine M. Scarborough** (29.59%), housewife. Announced March 13.

Manchester, N. H.—Television for New Hampshire, Inc., vhf ch. 9 (186-192 mc); ERP 288 kw visual, 144 kw aural; antenna height above average terrain 1026 ft., above ground 241 ft. Estimated construction cost $501,420, first year operating cost $530,850, revenue $525,000. P. O. address % **Robert P. Burroughs,** 1051 Elm St., Manchester. Studio location Manchester. Transmitter location Hillsboro County, N. H. Geographic coordinates 42° 58′ 59″ N. Lat., 71° 35′ 22″ W. Long. Trans. and ant. GE. Legal counsel McKenna and Wilkinson, Washington, D. C. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Mr. Burroughs (38.45%), pension plan consultant, and **Richard S. Robie** (38.45%), auto rental owner. An-

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

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Terms are available for this exclusive market. High profits. Combo operation.	29% down and balance five years. Good equipment and real estate. Ideal for owner-operator.	This market represents high income and growth. Profit makers. Terms available.	Real estate valued at $70,000. Long record of earnings. Some financing.	An owner-manager will enjoy living and owning in this market. Terms of one-half cash.
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HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

nounced March 12.

Existing Tv Stations . . .

ACTION

WARD-TV Johnstown, Pa.—Granted mod. of cp to change frequency to ch. 19 (500-506 mc); change studio location to ¼ mile north of Frankstown Rd. (Rte. 53) and 1.56 miles east of jct. of Stony Creek and Conemaugh River, Conemaugh Twp., change ERP to 81.5 kw vis., 44 kw aur., install new trans., change ant. and make other equipment changes. Request waiver of Sec. 3.613 of Commission rules. Announced March 13.

CALL LETTERS ASSIGNED

WETJ(TV) Jacksonville, Fla. — Educational Television Inc., ch. 7.
KABL-TV Helena, Mont.—Helena T. V. Inc., ch. 10.
KEDY-TV Big Spring, Tex.—Texas Telecasting Inc., ch. 4. Changed from KBST-TV.
KUED (TV) Salt Lake City, Utah—University of Utah, ch. 7. Changed from KUTA(TV).

Translators . . .

ACTIONS

Brownlee Power Plant Camp, Ore.—Idaho Power Co., granted ch. 76 (842-848 mc) to rebroadcast ch. 7 **KIDO-TV Boise, Idaho.** P. O. address see above. Trans. output 10 w, ERP to community 68.8 w. Estimated population to be served 500. Estimated construction cost $3,500, first year operating cost $400. Announced March 13.

Oxbow Power Plant Camp, Ore.—Idaho Power Co., granted ch. 70 (806-812 mc) to rebroadcast ch. 2 **KBOI-TV Boise, Idaho.** P O. address see above. Trans. output 10 w, ERP to community 68.8 w. Estimated population to be servied 300. Estimated construction cost $3,850, first year operating cost $400. Announced March 13.

Brownlee Power Plant Camp, Ore.—Idaho Power Co., granted ch. 72 (818-824 mc) to rebroadcast ch. 2 **KBOI-TV Boise, Idaho.** P. O. address Box 770 Boise. Trans. output 10 w, ERP to community 68.8 w. Estimated population to be served 500. Estimated construction cost $3,500, first year operating cost $400. Announced March 13.

Oxbow Power Plant Camp, Ore.—Idaho Power Co., granted ch. 74 (830-836 mc) to rebroadcast ch. 7 **KIDO-TV, Boise, Idaho.** P. O. address see above. Trans. output 10 w, ERP to community 68.8 w. Estimated population to be served 300. Estimated construction cost $3,850, first year operating cost $400. Announced March 13.

New Am Stations . . .

ACTIONS

Colorado Springs, Colo.—Western Bcstg. Co., granted 1580 kc, 500 w D. P. O. address Box 1319, Lubbock, Tex. Estimated construction cost $34,200, first year operating cost $60,000, revenue $65,000. Principals are equal partners **David P. Pinkston** (50%), general manager at **KDAV Lubbock**, and **Leroy Elmore**, 30% owner of KDAV. Announced March 7.

Daytona Beach, Fla.—Volusia County Bcstg. Corp., granted 1380 kc, 1 kw D. P. O. address 913½ Main St., Daytona Beach. Estimated construction cost $12,500, first year operating cost $34,740, revenue $43,300. Principals include Pres. **Lyman W. Menard** (42.6%), former announcer-engineer **WNDB Daytona Beach**, and Vice Pres.-Treas. **Julia F. Menard** (42.6%), housewife. Announced March 7.

Ashburn, Ga.—Thomas D. Pickard, granted 1570 kc, 1 kw D. Post Office address P. O. Box 434, Tifton, Ga. Estimated construction cost $15,635, first year operating cost $27,500, revenue $36,000. Mr. Pickard holds real estate interests. Announced March 13.

Athens, Ga.—Southeastern Bcstg. System, granted 1470 kc, 1 kw D. P. O. address % James S. Rivers, P. O. Box 432, Cordele, Ga. Estimated construction cost $22,475, first year operating cost $36,000, revenue $60,000. Sole owner **James S. Rivers** owns **WMJM Cordele** and 90% of **WTJM East Point, Ga.** Announced March 7.

McRae, Ga.—Radio Telfair, granted 1410 kc, 1 kw D. P. O. address % Miles H. Ferguson, Box 1640, Columbus, Ga. Estimated construction cost $29,219, first year operating cost $48,000, revenue $52,000. Principals are equal owners **Allen M. Woodall**, 50% owner of **WDAK Columbus, Ga.**, and 30% owner of **WGEA Geneva, Ala.**; **Miles H. Ferguson**, sales manager of WDAK, 25% owner of **WJHO Opelika, Ala.**, and 25% owner of WGEA; **W. Newton Morris**, 40% owner of **WMLT Dublin, Ga.**, and **George T. Morris**—father of W. N. Morris—60% owner of WMLT. Announced March 7.

Idaho Falls, Idaho—J. Ronald Bayton, granted 980 kc. 1 kw D, remote control trans. P. O. address Box 356, Pullman, Wash. Estimated construction cost $13,568, first year operating cost $32,000, revenue $36,000. Mr. Bayton is 50% partner-mgr., **KOFE Pullman, Wash.**, and 100% owner **KYTE Pocatello, Idaho.** Announced March 13.

Georgetown, Ky.—Robert E. Johnson, granted 1580 kc, 250 w D. P. O. address % Southwest Tv Sales & Services, 6811 Southside Dr., Louisville, Ky. Estimated construction cost $14,577, first year operating cost $18,000, revenue $26,000. Mr. Johnson is owner of Southwest Tv Sales & Services. Announced March 7.

Bastrop, La.—Bastrop Bcstg. Co., granted 1340 kc., 250 w unl. Post office address % Willis G. Newcomer, P. O. Box 472, Bastrop. Estimated construction cost $14,763.25, first year operating cost $36,000, revenue $50,000. Principals are equal partners **George H. Goodwin**, motion picture theatre interests; and **Willis G. Newcomer**, real estate and automobile interests. Announced March 13.

Rayville, La.—Charles L. Planchard and H. E. Ratcliff d/b as Richland Bcstg. Co., granted 990 kc, 250 w D, remote control trans. P. O. address 8054 Jefferson Highway, Baton Rouge, La. Estimated construction cost approx. $12,531, first year operating cost $12,381, revenue $24,000. Mr. Planchard is 16% owner-former general manager, **KNOC Natchitoches, La.** Announced March 7.

Farmington, N. M.—Herman A. Cecil, granted 960 kc, 1 kw D. P. O. address 1115 Linden, Texarkana, Ark. Estimated construction cost $16,470, first year operating cost $31,200, revenue $44,400. Mr. Cecil is commercial mgr., **KOSY Texarkana.** Announced March 13.

Bamberg, S. C.—Bamberg County Bcstg. Corp., granted 790 kc, 1 kw D. P. O. address % A. T. Fisher Jr., Barringer Bldg., Columbia, S. C. Estimated construction cost $21,000, first year operating cost $36,000, revenue $48,000. Principals include **Lewis F. Brabham**, 50% owner-editor, *Bamberg Herald;* **P. E. Brabham**, 50% owner-publisher *Bamberg Herald;* part owner, *Farmer* and *South Carolina Legislator;* **A. T. Fisher Jr.** and **Joe Speidel III**, co-owners, Speidel-Fisher Bcstg. Corp. (**WOIC Columbia, WPAL Charleston**, and 75%, **WQOK Greenville**, all S. C.). Each owns 25% of applicant. Announced March 7.

APPLICATIONS

Sheffield, Ala.—Iralee W. Benns tr/as **Sheffield Bcstg. Co.** 1290 kc, 1 kw D. P. O. address % Mrs. Benns, 225 Bessemer Superhighway, Birmingham. Estimated construction cost $11,500, first year operating cost $40,000, revenue $50,000. Mrs. Benns, 20% owner, president-director-manager **WVOK** Birmingham, will be sole owner. Announced March 12.

Lompoc, Calif.—Thomas B. Friedman tr/as **Elson Electronics Co.** 960 kc, 500 w D. Post office address % Mr. Friedman, 235 Quadro Dr., Pacific Palisades, Calif. Estimated construction cost $16,502, first year operating cost $48,000, revenue $55,000. Mr. Friedman, chief engineer Empire Coil Co. licensee of **WXEL (TV) Cleveland, Ohio, KPTV (TV), Portland, Ore.** and **KCTY (TV) Kansas City, Mo.**, will be sole owner. Announced March 13.

Oak Grove, La.—Carroll Bcstg. Co. 1460 kc, 1 kw D. P. O. address % **E. R. MrCormick**, Oak Grove. Estimated construction cost $16,630, first year operating cost $27,000, revenue $33,000. Equal partners are Mr. McCormick, gas company owner, **W. O. James**, retail drugs, and **D. B. Fiske**, theatre owner. Announced March 12.

Oil City, Mich.—Central Michigan Bcstg. Co. 1370 kc, 5 kw D. P. O. address % **Milton L. Greenbaum**, 2435 Holland Ave., Saginaw, Mich. Estimated construction cost $36,553, first year operating cost $50,000, revenue $55,000. Mr. Greenbaum (25%), consultant with Knorr Bcstg. Co., and **Knorr Bcstg. Co.** (75%), licensee of **WKMH-AM-FM Dearborn, WKMF Flint** and **WSAM-AM-FM Saginaw** all **Mich.**, will be owners. Announced March 12.

Remsen, N. Y.—Town and Country Bcstg. Co. 1480 kc, 1 kw D. Post office address % Gerald W. Prouty, 113 Summit St., Boonville, N. Y. Estimated construction cost $15,077, first year operating cost $36,500, revenue $45,000. Mr. Prouty (8.2%), former announcer-engineer **WBRY** Boonville, and Edwin L. Slusarczyk (90.2%), former station manager WBRV, will be owners. Announced March 13.

Fredericksburg, Va.—T. Harry Gatton tr/as **Historyland Radio**, 1270 kc, 500 w D. Post Office address % Mr. Gatton, 2715 N. Westmoreland St., Arlington, Va. Estimated construction cost $5,230, first year operating cost $36,000, revenue $48,000. Mr. Gatton, former gen. mgr. **WSIC-AM-FM Statesville, N. C.**, will be sole owner. Announced March 13.

Existing Am Stations . . .

ACTIONS

CALL LETTERS ASSIGNED

KNOT Prescott, Ariz.—Thunderbird Bcstg. Co., 1450 kc.
KCTU Tucson, Ariz.—Associated Bcstrs. of Tucson, 790 kc.
KFAY Fayetteville, Ark.—Stamps Radio Bcstg. Co., 1250 kc.
KUDY Littleton, Colo.—Skyline Bcstg. Inc., 1510 kc.
WAVP Avon Park, Fla.—Paramount Bcstg. Co., 1390 kc.
WHIY Orlando, Fla.—Orlando Radio & Television Bcstg. Corp., 1270 kc.
WQXT Palm Beach, Fla.—Palm Beach Radio Inc., 1340 kc. Changed from WWPG.
WILZ St. Petersburg Beach, Fla.—Holiday Isles Bcstg. Co., 1590 kc.
WSIZ Douglas, Ga.—Fernandina Beach Bcstrs., 1480 kc.
KGRN Grinnell, Iowa—Grinnell Bcstg. Co., 1410 kc.
WSJC Magee, Miss.—Southeast Mississippi Bcstg. Co., 1280 kc.
WMNS Olean, N. Y.—Olean Bcstg. Corp., 1360 kc.
WKDX Hamlet, N. C.—Risden Allen Lyon, 1400 kc.
WSMF Murfreesboro, N. C.—Agricultural Bcstg. Service, 1430 kc.
KBZY Salem, Ore.—Salem Bcstg. Co., 1490 kc. Changed from KOCO.
KEPS Eagle Pass, Tex.—Uvalde Bcstrs., 1270 kc.

APPLICATIONS

KAFA Colorado Springs, Colo.—Seeks cp to change hours from D to unl., power from 1 kw D to 500 w N, 1 kw D and DA-N. Annnounced March 13.

WCAW Charleston, W. Va.—Seeks cp to change frequency to 680 kc, ant.-trans. location, change ant. (decrease height) and delete remote control. Announced March 13.

WWTB Tampa, Fla.—Seeks cp to increase power to 5 kw, change ant.-trans. location, change ant. (increase height) and install new trans. Announced March 13.

KCHA Charles City, Iowa—Seeks mod. of cp to increase power to 500 w and change type trans. Announced March 13.

WTJS Jackson, Tenn.—Seeks cp to increase D power to 5 kw and install new trans. Announced March 13.

WLAU Laurel, Miss.—Seeks cp to change hours to D, frequency to 1600 kc, power to 5 kw and trans. location. Announced March 13.

Existing Fm Stations . . .

ACTIONS

CALL LETTERS ASSIGNED

KPUL(FM) Los Angeles, Calif.—Echo Park Evangelistic Association Inc., 103.5 mc. Changed from KFSG-FM.
WQXT(FM) Palm Beach, Fla.—Palm Beach Radio Inc., 97.9 mc. Changed from WWPG-FM.
WARK-FM Hagerstown, Md—United Bcstg.

Continues on page 116

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RADIO

Help Wanted

Managerial

Wanted for immediate opportunity. One hard-hitting time salesman with creative ideas who thinks he is ready to be a commercial manager in leading regional station operation in this rich quarter million market potential. Rush resume and picture to Box 751E, B•T.

$500.00 per month guarantee on excellent account list. Mississippi metropolitan market top-rated station needs salesman with advancement to sales manager and manager. Must have executive ability and record as real producer. We expand and promote from within. If you click next job manager. Married southerner 28 to 33 preferred. Send complete resume, late photo to Box 799E, B•T.

Minnesota station wants manager who can sell! Will sell 25% interest in this news station for $6,500. Only good producer who can invest need apply. Tell all first letter. Box 822E, B•T.

Pennsylvania station needs an assistant manager with good announcing background. Job pays above average salary with commission bonus. Looking for young married man with car. Position permanent and opportunity at management soon. Send tape, resume and photo to Box 860E, B•T.

Radio station manager with successful sales background. Immediate opening. Independent firm willing to spend money on solid promotion. Our station is a 250 watt full time operation in a fast growing, medium-size Gulf Coast market. The man we select must have ideas and above all, be willing to work. Box 923E, B•T.

Will share profits with right manager. Must have successful record as salesman. Midwest metropolitan market. Send details first letter. Box 927E, B•T.

Salesman

Experienced, dependable salesman wanted by leading station, a 5000 watt fulltime, in midwest city of 55,000 persons. Competitive market but station has fine organization to support salesman's efforts. Guaranteed weekly draw against commission percentage. Good man can earn $5,200-$6,000 first year and more in second. Tell all about yourself and work record, with references, in first letter. Box 570E, B•T.

Salesman for New Jersey independent. Salary plus commission. Box 724E, B•T.

Are you ready to step-up in sales work? Here is an opportunity. Texas. Box 738E, B•T.

Commercial 1000 watter in Indiana. Guarantee and commission. Present average $125.00. Box 813E, B•T.

Salesman. Draw against 15% commission. West Virginia market. Car necessary. Money to be made if you can sell. Unless experienced, let's not waste each other's time. Box 869E, B•T.

Sales help wanted, salesman for music-news group on east coast. $125.00 per week plus 15% commission of all billing over $850.00 per week. Top Pulse ranked station, more local advertisers than any other station. Proven man will be advanced. Box 871E, B•T.

Outstanding ten year old daytime in midwest city of 25,000 offers a salary-commission arrangement that pays up to 40%. $4000 billings will pay you $800 per month. No ceiling. We will match your new billing up to $1,000 with established billing, and give you full commission on total. $400 per month guarantee for three months. Protected account lists. Only experienced, proven salesman considered. Please send full details on personal and employment background. Each application will be held confidential until closing arrangements are imminent. Write Box 894E, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Top salesman . . . for CBS outlet in 70,000 metropolitan market—150,000 basic area. This is SRDS number 1 retail sales per household city, but it's tough. Don't fool us or yourself. Top man who likes southwest can make $10,000 annually. Contact Elliott, KOSA Radio, Odessa, Texas, with background.

Salesman on new 5000 watt daytimer. Must be experienced with proven record, ideas for commercials. Good voice desirable but not necessary. Very competitive market. WHIY, Orlando, Florida. Fort Gatlin Hotel.

Announcers

Immediate opening for man with minimum six months experience. Salary: $75.00 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunity for advancement within chain. Send resume and tape. Box 678C, B•T.

$700 a month for DJ with glib, fast-paced delivery. Rhyming intros to records. Limited rock 'n roll, mostly good pops and albums. Wanted by station in midwest. Box 781E, B•T.

Strong Kilowatt independent needs good announcer with flub-free delivery to join excellent staff. If interested in working in serious radio, send full details and photo to Box 872E, B•T.

Announcer or salesman to invest $12,000—$9,000 cash for ½ interest. N. W. full time remote will be built early spring. Box 897E, B•T.

Hundred a week to start for top-notch announcer with first class ticket. Long established midwest network station. Box 898E, B•T.

Experienced announcer, mature, 4 years experience. Presently employed. Good on news and relaxed disc jockey. Box 900E, B•T.

Want to work for a swinging outfit? We need at least three good DJ's who know the music and news operation. Top pay for those DJ's who know how not to talk. Send tape and background to Box 916E, B•T. We will return your tape.

Southwest radio-tv operation wants a better than average announcer. We want a man capable of handling any phases of radio, with chance to work into tv. Prefer experienced, family man seeking permanency in community of 28,000. If you're really good, we want you. Send complete details, photo, tape. Box 952E, B•T.

Wanted: First phone combo man strong on news and DJ show, start immediately, send tape, picture, background. KALV, Alva, Oklahoma.

Experienced play-by-play baseball announcer needed immediately. Prefer someone who can also do staff or sales work. Wonderful proposition for right man. Send tape, letter and photo to WACL, Waycross, Georgia.

Announcer. Must have experience. Top working conditions. Air conditioned studios. Profit sharing plan. WCOJ, Coatesville, Pennsylvania.

Announcer with 1st phone—could make extra money selling. WCER—Box 269, Charlotte, Michigan.

WDOE, Dunkirk, New York, has immediate openings for combo men, personality DJ's, salesmen and engineers. Contact Dick Burt at Dunkirk, 7756.

Immediate opening experienced night announcer. 40 hour week, $70.00. Airmail tape and photo to John Paras, WFBL, Fayetteville, North Carolina, or call 2-7136.

RADIO

Help Wanted—(Cont'd)

Announcers

Need experienced announcer. Desires to work with a fast moving and aggressive organization. Contact Charlie Holt, Radio Station WHSY, Hattiesburg, Mississippi.

April opening for experienced all around staff announcer. Excellent chance for advancement. Send resume, tape, photo to Jack Roach, Program Manager, WKBZ, Muskegon, Michigan.

Combo man with first phone . . . emphasis on announcing . . . $80 for 40 hour week, addition to staff . . . phone collect, WMIC, Monroe, Michigan. Cherry 1-5554. Ask for George Stearns or Bob Norwood.

Immediate opening for good all around, experienced announcer. Telephone Maynard Dillabar, General Manager, WMVA, Martinsville, Virginia, phone 2152.

WOMT at Manitowoc, Wisconsin, is auditioning experienced announcers. Position now open.

Jerry Clement formerly WIDE contact Evans, WSJM, Saint Joseph, Michigan.

Good salaries for top announcer with first ticket with emphasis on air work . . . also experienced announcer needed who can write copy that sells . . . contact WLSD, Big Stone Gap, Virginia.

Station on air mid-April needs 2 more deejays who know pop music, can deliver commercials in natural, ingratiating style. Competition will be good. We want to meet it with the best we can find. Good pay in progressive southern city. Tapes, resume to WRKE, American Theatre Building, Roanoke, Virginia.

Announcer: Immediate opening announcer with first class ticket. Daytime station in famous resort center. Send tape and resume to Chet Munson, WSPN, Saratoga Springs, New York.

If you don't object to evening work—with a chance to show some originality on show featuring news and local remotes with music, send a tape, photograph and references. Some experience necessary although you would be teamed with another announcer. WTAX, Springfield, Illinois.

Ground floor opportunity. New 1 kw daytimer, music-news format. Taking air in April. Good salaries for qualified announcers. Copywriting helpful. Excellent hunting, fishing territory in Central Louisiana. Rush returnable tape, resume, photo. James H. Martin, Delhi, Louisiana.

Technical

First class engineer-announcer for commercial Indiana non-directional 1000 watt daytimer. Box 813E, B•T.

Chief engineer with good maintenance ability for station in central eastern Pennsylvania. Must have car and be capable of assuming responsibilities for maintenance, repair and purchase. Chance to install new station in several months. Good salary to right man. Send photo, resume and full particulars. Box 861E, B•T.

First phone man with sales experienced. 20 hour week transmitter watch, remainder sales with guarantee and commission. Regional station in west. Box 902E, B•T.

Small radio-television operation in Hawaii has immediate opening for a chief engineer. No announcing, but good technical qualifications needed. Only qualified men please apply. Write Box 921E, B•T.

Chief engineer! Strong on engineering, maintenance, also announcing experience. Eastern seaboard independent. $6,500.00 a year to start. All details first letter. Box 931E, B•T.

Wanted immediately, first phone engineer. Must have experience. Permanent position for right man. All maintenance and engineering, no announcing. Contact Box 948E, B•T.

One engineer or combination announcer-engineer for station in South Carolina. Have remote control. Box 955E, B•T.

Engineer-announcer—first phone required. Maintenance and board shift. $390 per month. Contact KCOW Radio, Alliance, Nebraska.

Chief engineer, strong technical background, wanted for 5000 watter. Send full information immediately to George Morgan, Station KIMN, Denver 14, Colorado.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV Radio, Boonville, New York.

Engineer with first class license or combo. Immediate opening. Call Manager, WDBC, Escanaba, Michigan.

Mature, responsible, experienced engineer-announcer for work at beautiful mountain fm transmitter. Single man. Car necessary. Starting pay $70.00 per week plus comfortable quarters and excellent meals. Responsible job with future. Send photo, references, full resume experience and interests. WMIT, Charlotte, North Carolina.

First class engineer-announcer. Immediate opening. Send tape, references, salary requirements. WMYB, Myrtle Beach, South Carolina.

Engineer, first phone. 5000 watt daytime station on Long Island. Some experience preferred. Station WPAC, Patchogue, Long Island, New York.

Temporary opening, two to three months work. Same conditions other ad this column. WMIT, Charlotte, North Carolina.

Wanted: Transmitter engineer. Car necessary. Paid vacations and other benefits. Send references and salary requirements to WTIM, Taylorville, Illinois.

Programming-Production, Others

Copywriter. Virginia independent looking for fast worker who writes clean, selling copy. Air experience helpful. Financial future assured good worker. All replies kept confidential. Box 532E, B•T.

Wanted: Experienced copywriter who can handle promotion at station in growing chain and expanding market . . . in southeastern New York. Salary commensurate with experience and ability. Box 814E, B•T.

Administrative opportunity in network for man experienced in program and production costs in station in medium size or larger market, willing to relocate in major market. Degree in accounting of general business preferred. Under 35. Send detailed resume to Box 823E, B•T.

Immediate opening in metropolitan Ohio city for experienced continuity girl. Send sample copy, photo, resume. Box 854E, B•T.

Newsman—work as second man in newsroom named one of the northwest's best. Gather and write local news. Edit wire copy. Some air work. Consider sharp journalism grad. Salary open. Pleasant community . . . progressive station . . . in southern Minnesota. Box 891E, B•T.

5 kw Mutual station, central U.S., desires experienced, aggressive program director, who knows successful metropolitan radio. Need good idea man to build ratings. Excellent opportunity. Good salary. Send air check and full info to Box 913E, B•T.

Girl Friday. Navy town, lovely Chesapeake Bay area. Men outnumber women 10 to 1. Girl handles phones, secretarial, commercials, announcing and, if satisfactory, guarantees one year—marriage or no. Send qualifications, WPTX, Lexington Park, Maryland.

Wanted: Newsman to gather, write and broadcast local news. Good opportunity. Send audition and complete resume to WSOO, Saulte Ste Marie, Michigan.

Situations Wanted

Managerial

Top advertising sales executive large organization wants to join small city radio station in south or midwest. Full information and references to interst you if you contact Box 802E, B•T.

Station manager—long experience, energetic middle age efficient operator—gets things done. Strong on sales, good business builder. Good character. Prefer south. Box 892E, B•T.

Mature, experienced manager wishes locate where he can direct both sales and administration. Prefer red operation in market large enough for growth. Will invest. Write Box 899E, B•T.

Manager who sells. Midwest desired, five years experience all phases, strong on sales. Ready to assum position of working manager. 29, married, veteran, college graduate. Box 907E, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Solid proof, experienced all phases. Sane, sober family man. 36. Still believe salesmanship, organization and good radio guarantee profits. Presently employed Denver. Rockies or southwest only. Box 914E, B•T.

Young family man experienced in all phases of radio and 1st class license desires opportunity to manage station with possibilities. Presently employed. Box 918E, B•T.

Look: Manager, salesman-chief engineer, announcer, sports play-by-play. All in one man. Presently employed. Young—family—7 years experience. West. Available May. Box 925E, B•T.

If you need an assistant manager or program director investigate my qualifications. Four years PD in 250 watt station—broad experience and announcing. Box 936E, B•T.

General manager desires to make change. Six years experience as manager of 1000 watt station in market of 50,000. A, thoroughly experienced in all phases of radio. First rate references as to character and ability. Age 33, college and family. No tv experience, but recently completed tv night course in local university. Box 944E, B•T.

Manager, who can sell. 8 years small market Iowa. Heavy in sales and promotion. Interested Florida location. Others considered. Box 951E, B•T.

Managerial. 7 years radio, all phases. 3 years as assistant manager and manager of eastern Pennsylvania 250 watter in two station market of 23,000. Good record . . . hard worker . . . available immediately. Write James Stock, 405 6th Street, Sunbury, Pennsylvania.

Salesmen

Young, ambitious, seeking sales position with future. Have car, will travel. Now employed at major network station. Will consider all replies. Box 935E, B•T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

Girl personality—DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 688E, B•T.

Baseball play-by-play announcer, seven years experience. Finest references. Box 603E, B•T.

Negro DJ, versatile, all phases. Good board operator, travel. Box 728E, B•T.

Top-rated DJ . . . 8 years midwest experience . . . relaxed delivery . . . network sports and news. Desire to relocate in larger competitive market. Married . . . family . . . 27 . . . college graduate . . . draft-exempt. Presently employed. Best of references. Prefer personal interview. Tape . . . resume on request. Box 746E, B•T.

Staff announcer, first phone, no maintenance, experienced, married, vet. Box 767E, B•T.

Deep, resonant voice. 4 years staff announcing experience. Prefer midwest. $90 minimum. Box 796E, B•T.

Country DJ, announcing school graduate. 6 years experience wants change. Make offer. Box 801E, B•T.

Negro. Experienced rythm and blues DJ and spirituals. Tapes. Travel. Box 810E, B•T.

Announcer—1 year experience 1000 watt station. Married, veteran, 27. News, DJ, sports. Box 820E, B•T.

Need a successful country DJ with a proven record, that can really sell on the air? Voted in top 25 last year. Presently employed at 50 kw. 6 years experience in all phases of radio. Excellent voice. Hard worker. Dependable. Excellent references. Veteran. Desire relocation at progressive station in larger market. Box 835E, B.T.

Sports director/announcer—available for baseball. Married, college and currently employed. Air checks and references. Box 859E, B•T.

Morning man with ability plus. Have own format—write own copy. At present recording with major label. 10 years experience as C&W deejay. Humorous, folksy type personality. Strong delivery. Available about April First . . . all offers considered . . . will relocate. Box 895E, B•T.

WHAT A LOT OF DIFFERENCE THERE IS IN APPROACH!

For example, take the technique of negotiating for the purchase or sale of a station as contrasted to simply listing stations that are available.

We are negotiators. We have no "listings". That's why we know about certain properties whose owners will consider a solid offer from a competent broadcaster—and no one else.

Tell us your background, your geographical preferences and your investment potential, and we'll go to work for you.

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60 East 42nd Street **Murray Hill 7-4242**

Chicago
35 East Wacker Drive **Randolph 6-3688**

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced married announcer desires permanency. Conscientious, veteran, 2nd phone. Strong DJ. Box 896E, B•T.

Experienced negro staff DJ; non-regional, glib ad-lib. Production minded. Gimmicks. Experience. Sales. Box 906E, B•T.

Top country DJ personality-announcer-musician. Guitar. Third. Fifteen years experience. Box 915E, B•T.

Attention Florida . . . top rated morning man . . . program director of 5 kw middle Atlantic market of 228,000. Present position five (5) years. College, draft exempt, 29. Network quality voice . . . excellent administrator and idea man. $6,-000.00 minimum. Interview and audition in person week of March 25. Box 917E, B•T.

Seven years radio-tv experience . . . sports-news-commercial . . . also top play-by-play all sports . . . location secondary to opportunity . . . available immediately . . . all replies promptly answered. Address Box 919E, B•T.

Proven early morning farm and ranch format. Good, solid news delivery, smooth, effective commercials. Seeking permanent connection with established station in large market. Texas major market background. Box 922E, B•T.

Hard hitting salesman-announcer, proven successful radio experience. Prefer west. Box 924E, B•T.

Have just completed a course at a Canadian radio school and would like employment as an announcer. Will go anywhere. Available after April 22. Box 926E, B•T.

Sincerity most prominent characteristic. Married, veteran. Strong news, commercials. Classical deejay. Box 934E, B•T.

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Jobs in radio-TV-electronics are going begging. A COMMERCIAL (not amateur) F.C.C. license is your ticket to higher pay and more interesting employment. We train you quickly—then help you find the job you want!

Grantham Training Is Best

Grantham School of Electronics SPECIALIZES in preparing students to pass F.C.C. examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Here's Proof! A few of our recent graduates, the class of license they got, and how long it took them:

	License	Weeks
Lawrence L. Alzheimer, Collins, Mont.	1st	4
B. A. Willms, 1401 E. Muriel, Orlando, Fla.	1st	12
J. E. Murphy, Wesley Hotel, Washington, D. C.	1st	12
Robert Todd, 216 West End Ave., Cambridge, Md.	1st	13
David Seigler, 216 Dowling, Walterboro, S. C.	1st	10
W. Reynolds, 2384½ Washington Blvd., Venice, Calif.	1st	12
Richard Jones, Station KGHF, Pueblo, Colo.	1st	13
Joe C. Davis, Waynesboro, Miss.	1st	11
W. D. Mains, 6332 S. Paramount, Rivera, Calif.	1st	12

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Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name ----------

Address ----------

City ---------- State ----------

I am interested in: ☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Announcers

Deejay . . . successful record—quarter million market desires permanency larger market with some television. Twelve years radio experience. Presently earning more than $5,500 per year. Box 941E, B•T.

Not another announcer, but a strong personality with outstanding background, including network. Special emphasis on MC, news and play-by-play. Best references. Box 946E, B•T.

Play-by-play, all sports, staff, currently sports director, southwest. Seek station with heavy sports schedule. Box 949E, B•T.

Family man, 5 years experience including top market, college grad wants staff deejay spot with wide awake operation or PD with small growing operation Midwest. Write or call Bob Allen 53 Waldo, Pontiac, Michigan.

Want job Chicago or Chicago suburb radio station, preferably announcing and/or piano. Studied announcing Loop college. Experience station outside Chicago. Korean veteran. Will accept starting salary, $80 week. Write: Bill Olson, 6714 N. Campbell Avenue, Chicago, Illinois.

Announcer: Will be discharged from the Air Force January, 1958. Completed announcer school, FCC ticket, experience and can operate own board. Would like position in or around Washington, D. C., or some part of Virginia, North Carolina, or Maryland. Desiring permanent job. Not a drifter. Make me an offer. Contact A/1C Ted Gray, Box 795, Scott AFB, Illinois, or Phone Adams 6-2373.

Negro deejay—4 years experience—hard punching commercial-news. Rudy Rutherford, 9 Palisade Ave., Jersey City 6, New Jersey.

Northeast, high voice, light experience. Gene Tully, Castle 3-1540, Box 122, Manasquan, New Jersey.

Technical

Radio operator desires broadcast engineering work in regional broadcast station. Hold first phone ticket and a ham license. Box 950E, B•T.

1st phone, married, mature. 2 years all phases broadcasting experience. Box 954E, B•T.

1st class engineer-announcer dependable, neat, non-drinking, married and family; experienced 5kw directional operation. Wishes to relocate, must be permanent, prefer northern California, Oregon, Washington, or Nevada, will consider elsewhere. Available immediately. Durward Cunningham, 1214 Nogales Avenue, North, Sacramento 15, California.

Programming-Production, Others

Available: Sports program director. 9 years experience. Seeking pro baseball, college football and basketball. Can sell. Box 826E, B•T.

Hard working sports man desires position in sports production, assistant sports director, statistician. Excellent play-by-play. Good radio background. Married. Box 841E, B•T.

Experienced news-continuity man, college graduate . . . married. Employed, relocate midwest. References. Age 26. Box 910E, B•T.

Ten year: Traffic-programming-announcing-local news both network and independent northeast stations. Seven years present station. If you contemplate a staff change, can place experienced worker, and offer security let me send full resume, references, salary requirements. Family man, thirty, sober. Willing to locate wherever opportunity arises. Replies confidential. Box 920E, B•T.

Future Emmy winner asks start, opportunity radio-tv New York City. Box 929E, B•T.

TELEVISION

Help Wanted

Announcers

Midwest am and tv stations wants announcer. Must be experienced in radio and familiar with tv. And a director with good tv background. Apply letter and photo only. These are permanent positions for right men. Address Box 942E, B•T.

Experienced tv announcer wanted by vhf in major southwestern market. Good salary and working conditions. Please send photo and short resume of experience to Box 947E, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Television newsman. Television and radio for long established, Ohio, metropolitan station. Experienced in radio news with tv potential, airman, leg-man, writer, journalism background preferred, stable and competent, individual wishing to develop with successful, established growing organization, age 25-35. No big shots—just a solid, substantial, neat appearing guy who wants to advance to a better opportunity. Reply Box 957E, B•T.

Technical

Transmitter engineer for vhf station in midwest metropolitan city. Very finest equipment. One of nation's top stations. State experience, education, and provide a recent snapshot. Reply Box 656E, B•T.

Wanted—by south Florida vhf a transmitter engineer. 1 year experience. Write Box 817E, B•T.

Wanted at once: Two tv transmitter engineers in major southwestern low channel vhf. Good salary and working conditions. Send resume or contact. Box 890E, B•T.

First class licensed engineer desiring television experience at small market aggressive station. Write giving training, age, martial status, snapshot, minimum salary for 48 hour week. Chief Engineer, KCMC-TV, Texarkana, Texas.

Opening for control operator and maintenance engineer with first class license. Contact KHAD-TV, Laredo, Texas.

First class license tv transmitter operator. Tv experience desirable but not essential. If you like skiing this is an unparalled opportunity. Transmitter at Stowe, Vermont. Station provide head skis. Liberal food allowance plus mileage. Reply Chief Engineer, WCAX-TV, Burlington, Vermont.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Situation Wanted

Managerial

I know television and radio operation from administration to engineering. Nine years managerial experience . . . strong on sales . . . desire to put my knowledge to work for organization offer future. College graduate, family man in early thirties. Known in industry . . . excellent references. Can meet you at convention. Write Box 953E, B•T. Replies confidential.

Announcers

Employed television announcer desiring larger market. 2½ years on-camera, solid radio background. Tape-references. Box 903E, B•T.

Technical

A good chief's hard to find. Here's one for the asking. Experienced, ambitious, intelligent and solves the problems. Inquiries appreciated. Box 928E, B•T.

1st phone. 1 year transmitter experience. Desires position in east. Have car. Contact Rosenfeld, 8 Grand Blvd., Binghamton, New York.

Programming-Production, Others

Producer-director, 31. 4 years medium market vhf. 7 years radio-tv announcing. Desire large metropolitan market, permanent. Degree. Excellent background, experience. Box 747E, B•T.

Desire return to first love! Nine years radio-tv experience, midwest. All phases, announcing to program director. Currently public relations executive, east. 31, married. Seeking man with ideas, solid station background? Interested in program, operations director, assistant manager. Box 943E, B•T.

Convinced the creative programming people gone? Vast experience in all phases of tv programming including network is available to progressive organization, offer unlimited executive future. Outstanding references. Box 945E, B•T.

Experienced copywriter and tv production employee for tv station. Send particulars to Post Office Box 271, Muncie, Indiana.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First. Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

FOR SALE

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000.00, $10,000.00 down, balance terms. Write Box 798E, B•T.

Need additional financing to apply for vhf television in choice location. Will be at NARTB Convention. Box 905E, B•T.

For sale in Texas: Absentee owners willing to sell 250 watt fulltime independent in fast growing industrial and oil center. $25,000 down and 5 year terms. Contact owners at Box 939E, B•T.

Kentucky small market station showing profit. $80,000. Terms. Paul H. Chapman Company, 84 Peachtree, Atlanta. Another station in this general area showing smaller profits and priced lower.

Outstanding VHF Television. Southwest. A single station market, not dominated by any other station. Nearest competitive TV more than 110 miles distant. Owner states market in excess 140,000. Dry, healthful year-round climate. Offered for private sale to qualified principals. Details available upon written requests only. Requires $50,000 cash down. Ralph Erwin. Broker. Tulsa.

Southwest AM. Diversified market 70,000. Combination operation. Year-round aquatic resort area. Present owner retiring. Requires $25,000 cash down. No information by telephone. Ralph Erwin. Licensed Professional Broker. 1443 South Trenton. Tulsa.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

RCA TT-5A high band transmitter, factory converted to air cooling. Box 263E, B•T.

1kw fm Western Electric 503-B2 transmitter; Hewlett Packard modulation and frequency monitor; RCA ISO-coupler; 320 feet 1⅝ inch coaxial cable; GE four bay antenna. Equipment now in service. Box 849E, B•T.

RCA BTA-5F 5000 watt am transmitter complete with two sets of tubes, 5 years old. $7,950.00. Box 893E, B•T.

Moving to transmitter! Will sell Gates RDC-10 remote control unit, two years old, for $900.00 cash! Contact Hugh Neeld, KERC, Eastland, Texas.

For sale: One General Electric NKW fm amplifier, model 4BF3A1, with four GL 5518 tubes. Price in Sacramento: $2,800.00. Also, one Collins 37M4 side mount ring antenna. Price: $700.00. For information contact KGMS, Hotel Sacramento, California.

For sale: Collins 21A broadcast transmitter . . . good condition. KLPM, Minot, North Dakota.

For sale—used 1850-A iconoscope tubes. Still have plenty of operating hours left, if you are not too critical. $25.00 each, F.O.B. L. A. Pierce, WBBM-TV, Chicago 11, Illinois.

375 ft. Blaw-Knox self supporting tower. CAA lighting consisting of 2 Code beacons and 8 hazard lights. Also 8-bay W.E. clover-leaf fm antenna. Now standing. Excellent condition. Available immediately. Will consider any reasonable offer as is or dismantled and bundled. WDBJ-FM, P.O. Box 150, Roanoke, Virginia.

DuMont 247 'scope. Daven h-693 att. net. Fairchild 539-G disc recorder. Sorenson 5 kw electronic regulator. Int. Diesel 10 kw gas engineer generator. Comm. Prod. #46 auto dryair. REL 646 fm receiver. W.E. 54A 6 section cloverleaf. RCA BF12B bay pylon. Guy C. Pauer, WEJL, Scranton, Pennsylvania.

Mobile broadcast studio. Converted airline bus. Completely equipped. Reliable range 20 miles. WEOK, Poughkeepsie, New York.

Mobile recording and sound truck. 1956 Volkswagen panel truck with Onan 2 kw 60 cy generator (pushbutton start), Vornado ¾ ton air conditioner, Rek-O-Kut B-16H turntable with pickering arm and holes drilled for Livingstone stereo-binaural arm, Berlant BR-1 tape recorder, 96 pair broadcast patch bay with patch cords, fluorescent lighting, acoustical tile ceiling. Truck insulated with fiberglass and above equipment is installed in angle iron frames but without audio or power wiring. The value of the equipment alone, not including partial installation already completed, is over $4,000. Will accept first offer over $3,150. Russell Cowles, 2318 Park Avenue, Minneapolis, Minnesota.

FOR SALE—(Cont'd)

Equipment

1 Gates BC-1J transmitter been in use sixteen months and 1 new Gates BC-5P transmitter with two 1270 crystals and two 960 crystals never been used just tried. Prefer Collins transmitters. Write or call D. C. Stephens, Prestonburg, Kentucky, Telephone 2716.

WANTED TO BUY

Stations

Will purchase all or part interest in local or regional station or CP. No brokers. Write fully in confidence. Box 904E, B•T.

Equipment

10 kw fm transmitter—preferably Western Electric in good condition. Also need recording lathe—state age, price and condition first letter. Box 930E, B•T.

General Electric 3kw fm amplifier with power supply. State year, condition and price. Box 940E, B•T.

Fm frequency and modulation monitor. Must be unmodied and in good operating condition. M. D. Buchen, KFSG, Los Angeles, California.

Fm transmitter, 1-3-5-10 kw, associate equipment Edwin Kennedy, WILM, Wilmington, Delaware.

250 watt transmitter, speech console, peak limiting amplifier, turntables, microphones. Good condition. Harry Layman, 3132 North 15th Avenue, Phoenix, Arizona.

Wanted immediately, 50,000 watt used transmitter. Complete details, price, terms, make, age, condition. Also wanted 2 360-ft. towers. Write Box 8, Beverly Hills, California.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D .C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Salesmen

WANTED

By Radio Station CHUM Toronto, Canada

Salesman who can sell time to Retailers. Toronto, Canada, is a market of one and a half million and is served by four local stations. CHUM—1050 kc is now a 1,000 watt daytime station but is switching to a 24-hour operation at 2,500 watts May 1st next. A good salesman who will work can make real money in this market. Apply by letter, to Edd Harris, Radio Station CHUM, 250 Adelaide West, Toronto 1, Canada. Give age, experience, marital status, and other information.

SALESMAN

Experienced, dependable National Radio Salesman wanted by leading 50 KW—Clear Channel station in Midwest. Excellent base salary plus a realistic incentive plan. Experience in National Sales and record of sales performance are of primary importance.
Send resume with photo to
Box 921E, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

NEGRO DJ—SALESMAN

Progressive station in major midwest market with large Negro population looking for well experienced DISC JOCKEY who can sell and service his own air time. Must be forceful air-personality, good salesman, working hard long hours. Experience in announcing and selling essential. Opportunities unlimited — right man can earn over $15,000. Mail full particulars and audition tape to
Box 911E, B•T

MORNING MAN WANTED

Air salesman, family man with good habits, knowledge of pop music and experience. Civic-minded personality preferred. Rush tape and picture, plus expected starting salary to Ray Starr, Radio Station WJAN, Spartanburg, S. C.

Technical

ENGINEER

First class engineer for routine maintenance of 250 watt station plus servicing of wired music accounts and supervision of installation of new wired music accounts. $100 salary plus car allowance. Send application to
Box 956E, B•T

COMMUNICATIONS ENGINEER

Outstanding opportunity for man experienced in communications range from 2 to 30 megacycles. Power from 250 watts to 50 KW. Permanent. Advancement. Enjoy the opportunities of small midwest city. Send complete details and recent photo to Personnel Director, Gates Radio Company, Quincy, Illinois.

Situations Wanted

AT CROSSROADS—WHICH WAY?
Managerial, sales and/or Talent
14 years experience in radio and TV both local and network. Emcee, Producer and Packager. 7 years in radio and 7 years in television. Desire permanent future with a progressive station or station group that affords opportunity to grow. Finest references. Presently situated in Chicago. Will happily go where future lies. College, married, 31. Box 908E, B•T.

ADVERTISERS-AGENCIES

Help Wanted

TV AD MANAGER

Nat'l cosmetic mfr. located in N. Y. seeks man with thorough knowledge and experience in all aspects of spot TV—time buying, mkt. research, station statistics, script writing and film production. State experience and salary desired.

Box 938E, B•T

FOR SALE

Equipment

RCA TV Equipment for LEASE or SALE

This is your opportunity to get into the TV business at minimum of cost. Complete UHF Channel 36-TV station, from live camera to antenna. All RCA equipment, used only 14 months. Save tax dollars by low monthly lease plan or buy part and lease part. Save 72% on the package.

VHF'er may have all but transmitter and antenna.

Get full details NOW

Harold H. Thoms
75 Elk Mt. Scenic Highway
Asheville, N. C.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

Young broadcasting ex interested in buying all or part interest in small or medium size radio station. Prefer midwest or east. May I talk with you during NARTB Convention in Chicago?

Box 909E, B•T

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE
We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. NW.
Washington, D. C.—RE 7-0343

FOR THE RECORD

Continues from page 110

Co. of Western Md. Inc., 106.9 mc.
WHRB-FM Cambridge, Mass.—Harvard Radio Bcstg. Co., 93.5 mc.

Allocations . . . .

New Orleans, La.—Retained ch. 4 and added ch. 12, giving that city chs. 4 **(WWL-TV)**, 6 **(WDSU-TV)**, *8 (educational **WYES**), 12, 20 **(WMJR-TV)**, 26 **(WCKG-TV)**, 32 **(WWEZ-TV)**, and 61.

Lake Charles-Lafayette, La.—Added ch. 3 to area, supplementing Lafayette's present chs. 10 **(KLFY-TV)**, 38 and 67 and Lake Charles' present chs. 7 **(KPLC-TV)** *19 (educational reservation), 25 **(KTAG-TV)**, and 60.

Houma, La.—Added ch. 11 to present ch 30.

Beaumont-Port Arthur, Texas—Added ch. 12 to present chs. 4 (in hearing), 6 **(KFDM-TV)**, 31 **(KBMT [TV])**, *37 (educational reservation).

Because no changes are required in existing authorizations, Commission denied requests by **WJMR-TV, New Orleans; KTAG-TV Lake Charles**, and **KBMT (TV) Beaumont**, for show cause orders to shift channels. The Commission changed slightly boundaries of Zone III to more closely approximate shore line. Commissioner Lee concurred and issued a statement.

Ownership Changes . . .

ACTIONS

WJHB Talladega, Ala.—Granted assignment of license from **W. K. Johnson, James Hemphill** and **Ned N. Butler d/b as The Confederate Bcstg. Co.** to **The Confederate Bcstg. Co.** through sale of 15% to **Joe A. Armbrester** for $2,500. Mr. Johnston and Mr. Hemphill each retains ⅓ share. Mr. Butler will own 18%. Announced March 13.

WHTB-AM-FM Talladega, Ala.—Granted transfer of control from **Talladega News Pub. Co.** to **Talladega Pub. Co.** Latter is new corporation formed on consolidation of weekly *Talladega News* and *Daily Home*. Assignee will own same share, 78.5% as has been held by News Pub. Co. Announced March 13.

KLYR Clarksville, Ark.—Granted assignment of cp from **Pat Spencer Goolsby** and **Chester Wilkerson** d/b as **Peach County Radio** to **Roy Forrester** and **Reece Adkinson** d/b as **Clarksville Radio Bcstrs.** for $11,520. Mr. Forrester owns Morrilton, Ark., appliance firm and Mr. Adkinson Russellville, Ark., tv sales-service firm. Announced March 7.

KSLR Oceanside, Calif.—Granted transfer of control of licensee corporation from **C. W. Shancks, Nathaniel P. Maurer** and **Walter Johnson** to **Courtland W. Shancks**, *et al*, for $43,800. Mr. Shancks is Oceanside appliance dealer. Announced March 13.

WHIE Griffin, Ga.—Granted assignment of license from **Gateway Bcstrs. Inc.** to **W. C. Courson and Fred L. Watkins**, announcers at WHIE, for $100,000. Announced March 13.

WTWA Thomson, Ga.—Granted acquisition of control by **Frank F. Hash** through purchase of 15.2% from **Edgar Kobak** for $3,800. Mr. Hash, gen. mgr., will own 55.2% and Mr. Kobak 36.8%. Announced March 13.

WKJG-AM-TV Fort Wayne, Ind.—Granted assignment of license from **Northeastern Indiana Bcstg. Co.** to **WKJG Inc.** for $1,925,000. Truth Publishing Co., licensee of **WSJV (TV)** and **WTRC-AM-FM Elkhart, Ind.**, is 60% owner of WKJG Inc. Announced March 13.

WPTX Lexington Park, Md.—Granted transfer of control from **William J. Thomas. Stanley Graziadio, Joseph Connolly** and **Joe Milsop** to **James S. Beattie** and **Arthur A. Snowberger** for $14,500. Mr. Beattie owns advertising agency, Washington, D. C. Mr. Snowberger is manager, **WOOK** and **WFAN (FM)** Washington. Announced March 7.

WKNK Muskegon, Mich.—Granted assignment of license from **Nicholas W.** and **Gladys Kuris** to **Music Bcstg. Co.**, for $150,000. **Paul F. Eichhorn** is president of Music Bcstg. Co., licensee of **WGRD Grand Rapids.** Announced March 13.

WACR Columbus, Miss.—Granted assignment of license from **J. W. Furr** to **James W. Eatherton** for $60,000. Mr. Eatherton is former sales manager of **WCBI Columbus, Miss.** Announced March 7.

KOB-AM-TV Albuquerque, N. M.—Granted transfer of control from **Time Inc.** and **Wayne Coy** to **KSTP Inc.**, through sale of 100% for $875,000. Buyer is licensee of **KSTP-AM-TV St. Paul, Minn.**, owns 23% of **KWK-AM-TV St. Louis, Mo.**, and 23%, **WGTO Haines City, Fla.** Announced March 13.

KTAT Frederick, Okla.—Granted assignment of license from **J. D. Jones Jr., Ronald W. Wheeler Jr.** and **Winston A. Jones, partnership d/b as Frederick Bcstg. Co.**, to **Ronald W. Wheeler Jr. tr/as Frederick Bcstg. Co.** through sale of 60% for $11,353. Announced March 7.

KCUL Fort Worth, Texas—Granted transfer of control from E. D. Rivers, Sr., to Kurt A. Meer; involves exchange of 69.77% stock owned by Rivers in KCUL for 25% of stock owned by Meer in **WMIE, Miami, Fla.** Action March 13.

KNEW Spokane, Wash.—Granted transfer of control from **Scripps League Newspapers Inc., Burl C. Hagadone** and **Harry Henke Jr.**, to **Mount Rainier Radio & Television Bcstg. Corp.**, through sale of 100% for $422,649. Mount Rainier is licensee of **KJR Seattle, Wash.; KXL Portland, Ore.**, and **KHMO Hannibal, Mo. Lester M. Smith** and **Lincoln Dellar** are co-owners of Mount Rainier. Latter owns **KXOA-AM-FM** and **KCCC-TV Sacramento, Calif.** Announced March 7.

KVWO Cheyenne, Wyo.—Granted transfer of control of licensee corporation from **W. J. Harpole, Troyce Harrell, Kermit Ashby**, and **Arthur Kline** to **A. C. Etter, E. L. Thornton, W. P. Wright** and **N. E. Jorgensen** for $57,000. Mr. Wright owns 18.6% **KWKC Abilene**, 6.8% **KRIG Odessa**, both **Tex.**, and 19% **KTOW Oklahoma City, Okla.** Mr. Thornton owns 14.1% KWKC and 19% KTOW. Mr. Etter owns 25% KWKC, Mr. Jorgensen owns 25% **WMEG Eau Gallie, Fla.**, and 25% **WALY Herkimer, N. Y.** Announced March 13.

APPLICATIONS

KEYT (TV) Santa Barbara, Calif.—Seeks assignment of license from **Santa Barbara Broadcasting** and **Television Corp.** to **Key Television Inc.** for $1,370,000. Principals include **William F. Luton** (41.67%) and **Nancy Luton** (41.67%), housewife. Announced March 13.

WEAW-AM-FM Evanston, Ill.—Seeks transfer of control of licensee corporation from **Leonard V. Dayton** to Mr. Dayton and **Jane A. Dayton.** Corporate change. No change of control. Announced March 13.

WISK St. Paul, Minn.—Seeks assignment of license from **Victor J. Tedesco, Antonio S. Tedesco** and **Nicholas Tedesco** to Victor and Nicholas. Antonio will be paid $75 each week of his life. Announced March 13.

WWSC Glens Falls, N. Y.—Seeks transfer of control of licensee corporation from **Alexander P. Robertson** and **Glens Falls Post Co.** to **Martin Karig** for $8,000. Mr. Karig, who will own 75% is minority stockholder **WNDR Syracuse**, treasurer **WSPN Saratoga Springs**, gen. mgr. WWSC and controls **WIPS Ticonderoga**, all N. Y. Announced March 12.

WGWR-AM-FM Asheboro, N. C.—Seeks positive control of licensee corporation from **W. C.** and **Pearlie M. Lucas** to **Roy Cox** for $25,000. Mr. Cox has Asheboro newspaper and real estate interests. Announced March 13.

WDDY Gloucester, Va.—Seeks transfer of control of licensee corporation from **S. L. Goodman** to **Charles E. Springer** for $8,338.50. Mr. Goodman, 100% owner **WILA Danville** and **WYTI Rocky Mount** and 60% **WYSR Franklin** all Va., will be sole owner. Announced March 13.

WLDL LaCrosse, Wis.—Seeks assignment of license from **Lyons Bcstg. Co.** to **LaCrosse Radio Inc.** for $35,000. Owners will be **Joseph H. Rohrer** (51%), former gen. mgr. **KIOA Des Moines, Iowa, Roy L. Phillippe** (25%), former 33⅓% owner **WLCX LaCrosse**, and **Jean Gitz** (24%), 1½% owner **KRDO-AM-TV Colorado Springs, Colo.** Announced March 13.

Hearing Cases . . .

INITIAL DECISION

Onondaga, Mich.—Hearing Examiner Annie Neal Huntting issued an initial decision looking toward grant of applications of **Television Corporation of Michigan Inc.**, and **State Board of Agriculture** for new tv stations on ch. 10 on a share-time basis. Subject to condition that State Board of Agriculture shall surrender its permit for station WKAR-TV (ch. 60), East Lansing, Mich., and denial of competing applications of **Triad Television Corp., Booth Radio & Television Stations Inc.**, and **Jackson Broadcasting & Television Corp.**, seeking same ch. in Parma, Mich. Announced March 7.

Routine Roundup . . .

BROADCAST ACTIONS
By the Commission

Pacific Bcstrs. Oxnard, Calif.—Designated for hearing application for new am station to operate on 1520 kc, 250 w, DA-1, unl. Made **KUDU Ventura-Oxnard**, a party to the proceeding. Comr. Bartley dissented and voted for grant. Action March 6.

WNAE Warren, Pa.—Granted increase power from 1 kw to 5 kw.

KOCS Ontario, Calif.—Granted change operation from 250 w, D, to 1 kw, DA-1, unl. Engineer-

SERVICES

Point-of-Purchase display cards, toppers, shelf talkers and bumper strips.

Dragon Printing Works

P. O. Box 443 Cincinnati 1, Ohio

ing conditions.

KBND Bend, Oreg.—Granted change operation from 1 kw, unl. DA-N, to 1 kw, 5 kw-LS, DA-2. Engineering conditions. Action March 13.

WMYR Fort Myers, Fla.-FCC dismissed petition for reconsideration directed against Dec. 19, 1956, grant without hearing of application of Sunshine State Bcstg. Co., Inc., for a new am to operate on 1420 kc, 1 kw D, in Bradenton, Fla.

Video Independent Theatres Inc.-KSOO-TV Inc., Sioux Falls, S. Dak.—Designated for consolidated hearing applications for new tv stations on ch. 13. Action March 13.

Denver T. Brannen Panama City, Fla.-Mel Wheeler Panama City Beach, Fla.—Designated for consolidated hearing applications for new am stations on 1290 kc, 500 w, D denied petition by Brannen insofar as it requests dismissal of Wheeler application and dismissed insofar as petition relates to applications which have been dismissed. Action March 13.

Valley Bcstg. Co. Bakersfield, Calif.-Southwest Bcstg. Co., Inc., Palmdale, Calif.-O. K. Bcstg. Co., Bakersfield, Calif.—Designated for consolidated hearing applications for new am stations; Valley and Southwest seeking 1340 kc, 250 w, unl., and O. K. seeking 1350 kc, 1 kw, D; made **KMAK Fresno, KATY San Luis Obispo, KFAC Los Angeles,** and **KIST Santa Barbara,** parties to proceeding. Action March 13.

Renewal of Licenses

KUTI Yakima, Wash.; KERC Eastland, Texas; KEEP Twin Falls, Idaho; KBYR Anchorage, Alaska; WAAB Worcester, Mass.; WADK Newport, R. I.; WALE Fall River, Mass.; WBEC Pittsfield, Mass.; WBMS Boston, Mass.; WBRK Pittsfield, Mass.; WBRY Waterbury, Conn.; WBSM New Bedford, Mass.; WBZ Boston, Mass.; WCAX Burlington, Vt.; WCOU Lewiston, Me.; WCSH Portland, Me.; WEAN Providence, R. I.; WEEI Boston, Mass.; WELI New Haven, Conn.; WESO Southbridge, Mass.; WESX Salem, Mass.; WFAU Augusta, Me.; WFEA Manchester, N. H.; WFGM Fitchburg, Mass.; WGAN Portland, Me.; WGHM Skowhegan, Me.; KGA Spokane, Wash.; KMPC Los Angeles, Calif.; WEIM Fitchburg, Mass.; WHAY New Britain, Conn.; WIKE Newport, Vt.; WJAR Providence, R. I.; WJDA Quincy, Mass.; WJOY Burlington, Vt.; WKBR Manchester, N. H.; WKNB New Britain, Conn.; WKNE Keene, N. H.; WKOX Framingham, Mass.; WKTQ South Paris, Me.; WLAD Danbury, Conn.; WLAM Lewiston, Me.; WLBZ Bangor, Me.; WLCR Torrington, Conn.; WMAS Springfield, Mass.; WMMW Meriden, Conn.; WMOU Berlin, N. H.; WNAC Boston-Lawrence, Mass.; WNBH New Bedford, Mass.; WNEB Worcester, Mass.; WNHC New Haven, Conn.; WNIX Springfield, Vt.; WNLC New London, Conn.; WNLK Norwalk, Conn.; WCOP Boston, Mass.; WHMP Northampton, Mass.; WOCB West Yarmouth, Mass.; WOTW Nashua, N. H.; WPRO Providence, R. I.; WRDO Augusta, Me.; WRKD Rockland, Me.; WRUM Rumford, Me.; WSAR Fall River, Mass.; WSKI Montpelier, Vt.; WTAG Worcester, Mass.; WTAO Cambridge, Mass.; WTOR Torrington, Conn.; WTVL Waterville, Me.; WTWN St. Johnsbury, Vt.; WWNH Rochester, N. H.; WWRI West Warwick, R. I.; WWSR St. Albans, Vt.; WBEC-FM Pittsfield, Mass.; WBSM-FM New Bedford, Mass.; WCOP-FM Boston, Mass.; WEEI-FM Boston, Mass.; WHAI-FM Greenfield, Mass.; WKBR-FM Manchester, N. H.; WMAS-FM Springfield, Mass.; WMMW-FM Meriden, Conn.; WMOU-FM Berlin, N. H.; WNAC-FM Boston, Mass.; WNBH-FM New Bedford, Mass.; WNHC-FM New Haven, Conn.; WOCB-FM West Yarmouth, Mass.; WOTW-FM Nashua, N. H.; WPJB-FM Providence, R. I.; WPRO-FM Providence, R. I.; WTAG-FM Worcester, Mass.; WTIC-FM Hartford, Conn.; WXHR Cambridge, Mass.; WBZ-TV Boston, Mass.; WGAN-TV Portland, Me.; WJAR-TV Providence, R. I.; WNAC-TV Boston, Mass.; WNHC-TV New Haven, Conn.

ACTIONS IN DOCKET CASES

Bethesda, Md.—FCC denied a petition by Friends of Good Music and affirmed order of Chief Hearing Examiner which denied the former leave to intervene in proceeding on assignment of license and cp of station **WGMS Bethesda** and licensee of **WGMS-FM Washington, D. C.,** from **The Good Music Station Inc.,** to **RKO Teleradio Pictures Inc.**

San Francisco, Calif.—FCC denied petition by Milton Stern Jr., protestant, to enlarge issues in proceeding on assignment of license of **KEAR San Francisco** from **Bay Radio Inc.,** to **Mid-America Broadcasters Inc.**

Lansing, Mich.—FCC (1) dismissed as moot motion by **Booth Radio and Television Stations, Inc.,** whose application for new am has been dismissed; (2) granted in part petitions of **Knorr Broadcasting Co.,** Lansing and **WGN Chicago, Ill.,** to extent of placing burden of proceeding with introduction of evidence under Issue No. 4 upon WGN with respect to a showing of its program service, and in all other respects the burden as to Issue No. 4 and other issues in this proceeding remains with applicants—Knorr Broadcasting Corp., Lansing; Capitol Broadcasting Co., East Lansing, and **W. A. Pomeroy, Tawas City-East Tawas, Mich.**; and (3) denied petitions in all other respects.

Murphy, N. C.—FCC remanded proceeding on applications of Cherokee Broadcasting Co. and Valley Broadcasting Co. for new am on 600 kc, 1 kw, D, to examiner for further hearing to receive evidence and prepare supplemental initial decision with respect to effect grant of am to WFSC Franklin, N. C., has upon the "white" area proposed to be served by Valley and Cherokee and upon the choice of Valley to receive grant; however, in lieu of above, the Commission will, upon receipt of stipulation by parties as to new facts and written agreement by them to waive further hearings and issuance of supplemental initial decision, reopen the record for receipt of stipulated facts and prepare its decision taking such facts into account along with those in present record; and ordered Broadcast Bureau to schedule meeting with parties to ascertain whether stipulation as to facts and waiver of further hearing can be achieved and to report results of meeting to Commission.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

KCCC-TV Sacramento, Calif.—Granted petition for extension of time to March 6 to file its opposition to the "Petition for Review" filed by KSAN-TV San Francisco, Calif., in proceeding on application of KOVR Stockton, Calif., for cp to change transmitter site, etc. Action March 5.

By Chief Hearing Examiner James D. Cunningham

WOL Washington, D. C.—Granted petition requesting intervention or clarification of hearing order in proceeding on am applications of Washington Broadcasting Company, Manassas, Va., *et al.*, and petitioner is authorized to participate in proceeding, not only as competing applicant, but, as well, in the capacity of intervening party with reference to issue of prospective interference which proposed operation of O. K. Bcstg. Corp., Triangle, Va., one of applications here involved, would cause to station WOL. Action March 5.

By Hearing Examiner Millard F. French

C. L. Trigg, Lubbock, Tex.—Granted motion for extension of time to March 8 to reply to the "Petition for Leave to Amend" filed by Texas Technological College in ch. 5 proceeding. Action March 5.

March 13 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown: WGBS-TV Miami, Fla., to 5-20-57; WDBJ-TV Roanoke, Va., to 10-4-57; KETA (TV) Oklahoma City, Okla., to 9-18-57; KOED-TV Tulso, Okla., to 9-21-57.

March 12 Applications

ACCEPTED FOR FILING

Modification of Cp

WRLP (TV) Greenfield, Mass.—Seeks mod. of cp to extend completion date.

License to Cover Cp

WWTV (TV) Cadillac, Mich.—Seeks license to cover cp which authorized new tv.

RENEWAL OF LICENSES

WIDE Biddleford, Me., WMOO Milford, Mass., WCAT Orange, Mass.

REMOTE CONTROL

WARF Jasper, Ala., KOMA Tucson, Ariz., KSON San Diego, Calif., WKZO Kalamazoo, Mich., WAKN Aiken, S. C.

UPCOMING

March

March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.

March 20-21: Michigan Assn. of Radio and Television Broadcasters, Hotel Olds, Lansing.

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

March 22-23: Alabama Broadcasters Assn. spring meeting, Dinkler-Tutwiler Hotel, Birmingham, Ala.

March 24, 26: Bureau of Broadcast Measurement, Quebec City, Que.

March 25: Canadian Assn. of Radio & Television Broadcasters, Chateau Frontenac Hotel, Quebec City, Que.

March 30: Florida United Press Broadcasters-Telecasters Assn, Langford Hotel, Winter Park, Fla.

April

April 5-6: Oregon State Broadcasters Assn., Eugene.

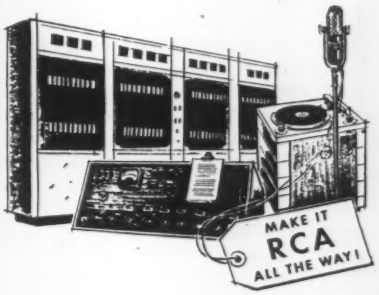
April 6: United Press Broadcasters of Michigan, Olds Hotel, Lansing.

April 6: Daytime Broadcasters Assn., Sheraton Hotel, Chicago.

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

April 8-11: Premium Adv. Assn. of America annual Premium Buyers' Exposition, Navy Pier and Morrison Hotel, Chicago.

Planning a Radio Station?



You can save yourself headaches by making RCA your single source of equipment and service...

RADIO CORPORATION of AMERICA

RCA Tmk (s) ®

AGENCY-STATION RELATIONSHIP: PART III

THE SITUATION: Robert D. Murphy of KOA-TV Denver [B•T March 4] criticized those agencies which draw a 15% commission yet rely on the station to do much of the commercial preparation. In the March 11 issue Don Amsden of Allen & Reynolds agency, Omaha, Neb., answered him, principally to the effect that while the situation does exist, it is the station's fault for putting up with it.

Now comes another agencyman's viewpoint. The writer, radio-tv director of a southwestern office of a major national agency, prefers to remain anonymous.

I BELIEVE I can speak with authority on this particular subject, having been on both sides of the fence. For five years I was a producer-director-writer for [a well-established vhf station in a major southwestern market], and believe me, what the article [Murphy's] has to say is true beyond words. The woods are full of agency tv "experts" who do not know the difference between an 8-inch lens and a title card. These gentlemen confuse and confound the life of station production people with their garbled instructions which often arrive some two and one-third minutes before air time and with which the agency expects a "production" type commercial. Forgetting, or more likely, not being aware in their blissful ignorance, of problems involved in lighting, make-up, location of props, unloading and reloading slide and film projectors, setting up cameras, etc., they generally tear to pieces an already well rehearsed program or commercial.

What's Your Shoe Size?

But there is another shoe about, and there are feet available which it will fit. No one works harder or more "ulcerously" for his dollar than the agency's tv director. His hours are long and lonely. Many's the time I and my fellow agency men work far into the night. All of us work six, many of us, seven days a week . . . 10, 12, 14 hours a day. You station people might laugh, but brother, it's true! Then, when we do bring our hard-earned commercials to the station, we meet with an indifference and lack of interest that's appalling! These boobs take the finished work from you with a snarl, "Late again, eh?" (the spot runs the next day) and then proceed to make hash of it on the air, simply because they have no personal interest in it. "So it don't look so hot . . . so what? Why, we got 15 live spots to handle tonight . . . they can't all be perfect!" So they run through it once, quickly, to get the thing out of the way. "Hey, camera one, you're out of focus on that pan shot . . . remember when we get on the air . . . and say, Joe, if you get time before you go for coffee, change the backlight and move the fill more to the left."

That's it! One rehearsal, maybe. A few suggestions to the crew . . . if they follow them, OK . . . if they don't, OK. I mean after all, "We got 15 live commercials tonight, they can't all be perfect! Just good enough so the sponsor or the agency can't ask for a make good." So you sit in the control room or at home, watching, and the energy and ambition sink right out of you when you see your finished product on the air . . . and you begin to wonder whether it's all worth it or not!

Most production people are unable or unwilling to think for themselves. There are exceptions, of course. But thinking for oneself implies the assumption of a certain responsibility. And when you assume responsibility and something goes wrong, BANG, you're it! Example? Slide and copy do not agree! Well, obviously, something is wrong. Sure, chances are the agency goofed. But whatever the error, instead of double checking the copy and slides to get the right one, the production people run it the wrong way. After all, that's what the copy says! It's wrong, everyone concerned knows it's wrong, but nobody will assume any responsibility to change it, *even if the correct slide is readily available and right in front of the projectionist's or the director's nose . . . he will not change it!*

Now it's true that a great number of agency tv men do not have any technical knowledge of the medium whatsoever. And some of the shots or effects they call for are not only impossible but tremendously funny. For example: A long commercial, obviously written for radio with but one video instruction . . . "PAN PRODUCT"—the product in question being a can of peas. Or a piece of agency copy calling for "CLOSE UP OF ROSE BUSH, FULL LENGTH." Regardless of the lack of knowledge with which an agency tv man begins his venture into the realm of electronic communication, he will learn all he can in the shortest possible time, *if someone will take the time and trouble to teach him.* It cannot be learned by reading a book!

If you call "X" agency and say, "Buster, we can't super this price slide you sent us over the product," tell him why! He'll understand, or at least, he'll try to understand. Better still, bring him out to the station and give him a run down on your facilities so he won't make the same mistake more than two or three times. Tell him what a "super" slide is, tell him you have two film chains, or one film chain, tell him the difference between a balop and a 2 x 2 slide and a title card. Show him what these things will do for him. Have your art director show him how much of his slide or balop or title card is usable for copy area. Show him what your camera lens compliment will do, explain to him the difference between a 35, 50, 90, 135 and 8-inch lens. If you have a Zoomar, show him what it will do for him and for his client. Do the same thing if you have a special effects amplifier.

Above all, take him into your confidence. Explain to him exactly what you can do with your equipment and what you can't. Show him how to indicate the use of various pieces of equipment or how to call for different visual effects in his video instructions. Explain to him a long shot, a medium close up, a close up, an extreme close up. Tell him why you can't or won't shoot down key . . . tell him what down key is! Treat him like a baby unable to walk as yet . . . lead him around. In the end, it will pay off like a slot machine. He'll earn that 15% and then some!

Respect for Clients, Please

Now there's one other thing of vital importance for all station people dealing with agency people. Whether you recognize the situation or not, the agency is *your* client. It is usually at the behest of the agency that his client uses your facility. The agency pays the bill, in turn the client pays the agency. It has been known for an agency client *not* to pay *his* bill. This does not relieve the agency of the responsibility. The agency still pays the station's bill, whether the client does or not.

In many larger markets, nearly all business is placed through agencies. Most stations in these markets do not even maintain staffs to handle direct business. So any way you look at it, the agency is a pretty important cog in your machine, and the agency tv man works from 50 to 70 hours a week to keep that cog going. There's no such thing as a 40-hour week with time and a half for overtime or double time on holidays for him. His interest is in one thing. Getting the most circulation for his sponsor's advertising message at the lowest cost in the most professional manner, to obtain increased sales. If he succeeds, through your facility, then you get more business, the agency gets more business, the client gets more business and everyone is happy with the big shower of dollar bills. And, if it takes the agency tv man 24 hours a day seven days a week to achieve this end, then he works 24 hours a day, seven days a week.

RADIO'S SHORT-CHANGE RATINGS

DIFFERENCE in techniques used in measuring print media and radio leaves the latter holding the short end of the stick, Walter B. Dunn of H-R Representatives, New York, told the Pittsburgh Ad Club last week. This is a condensed text.

THE LAST TIME I was here, the speaker, a station representative set about crucifying all ratings; then he proceeded to build one up, a messiah of his own persuasion. From iconoclasm he turned into an acolyte at the altar of Alfred Politz.

I was a little confused. Evidently the distinction was that his man didn't try to tell you how much audience your station had; he told you how much penetration you had. Since audience is people and penetration is people, it was a fine line he was walking.

Actually the broadcasters' problem is not too many ratings, but too many ratings by print people working with samples much too small, with limitations adequate for the finite character of prints limited circulations, addicted to partisan techniques all subject to absurdities and faddishness . . . all subject to deliberate misinterpretation by our competitors.

It's easy enough to pillory any rating service by listing its booboos. For instance:

✓ One service found a rating for a station off the air.

✓ One service contained six tabulation errors on one summary page—all in favor of the subscriber.

✓ One service found up to 77% more children 4-11 years of age than actually existed viewing *Disneyland* in one of the major markets.

✓ One report of a major market in February last year found 10% more families than existed in the area listened to Mickey Mouse during the measured period.

✓ One service blasted the diary method in its pitches and in its promotion. Three years later, hot and cold running diaries wired for sight and sound outnumbered machines four-to-one in its latest service. Little wonder that more children 4-11 were listening to the financial news report at 8 a.m. than adults. This is classic by now. Evidently there are thousands of Lenny Rosses languishing undiscovered in the primary grades of Los Angeles.

It is always important to remember when using a given rating service or comparing one with another, that different techniques measure different things at varying measures of efficiency and, furthermore, have an inherent built-in bias or two peculiar to their method.

Equally as unfair to broadcasting as limitations imposed on it by the finite techniques developed to measure print media is the small sample. This is our curse! This is the cross we bear. There is not a PhD worth his salt who can't prove beyond the shadow of a doubt that every iron clad theory of statistics is solidly behind him, backing him up four square!

But speaking of small samples, a vice president of the Hooper service admitted under oath back in 1947 that his firm completed only one plus call per quarter hour to a home that had a set-in-use.

I insist that this is why radio sets-in-use has fallen so. I insist that this is why daytime tv ratings are so erratic. When mama turns off her set, puts her hat on, and slams the door behind her, sets-in-use in 2½ Pacific markets drops to zero, according to this.

In most rating services, one home usually equals one-third of a rating point. Often a buying decision is made on as little as .3 of a rating point. So, if Mama snaps off *Queen* to change diapers, *Queen* may lose one-third of a point and your station may lose an advertiser. Nielsen Radio Index Pacific is worse. With only 165 families, one West Coast mama represents .6 of a point.

Now I want to make one of the points I came here to make.

There is a big discrepancy a mile wide between the probability sample of 1200 and the *active* sample of 100, which you get down to when sets-in-use is 8 to 12%.

When Mr. Nielsen tells you how many sets are turned on, he is using his probability sample, or as near to it as 10% mechanical failure will allow. At least all 1,080 working Audimeters are working to furnish an answer—yes or no—as to which of them are using their sets and which are not. But when only 100 homes try to tell me which of 2700 radio stations got the brass ring at the park last Saturday, then this cottonhead is getting off the merry-go-round.

Yes, there's a big spread between the full probability sample and the *active* sample.

If we must be measured by such samples; if we must be measured by techniques and theories developed before radio was born, then I insist—let us make competitive media take our medicine. Or more properly, suffer their own medicine.

Let's measure them the way they measure us.

The Southern California Broadcasters Assn. underwrote just such a measurement last year.

This survey, conducted by The Pulse, Inc., used the same general research techniques as those employed by Dr. Starch and by previous surveys sponsored by The Advertising Research Foundation. Interviewers carried copies of the *Los Angeles Mirror News* and *Los Angeles Herald Express* for Thursday afternoon, April 26, and copies of the *Los Angeles Times* and *Los Angeles Examiner* for Friday morning, April 27.

Persons who had read any of the newspapers were invited to look at the advertisements while turning each page slowly. Each page of the newspaper was scanned separately and identification or recognition of the advertisements was noted. It was not necessary for the ads to have been read in whole or in part. Recognition of having seen or noted that ad was sufficient for credit to be given.

This interviewing technique is similar to that employed by other research organizations in the newspaper field. However, the survey had one important difference.

The difference between The Pulse surveys and other newspaper readership surveys is largely in the method of presentation of the data. For example, "continuing studies" of newspaper reading previously conducted by the Advertising Research Foundation were based on "readers" of the newspaper. First, a person who had read the newspaper was found, and his recognition of having seen the ads in the paper was recorded. The readership percentages reported are based only on readers of the newspaper. Twenty per cent observation, therefore, means that 20% of the *readers* of that issue of the newspaper saw the advertisement, with no relationship to market penetration.

Figures obtained by this method cannot be projected against the total market but only against the newspapers' circulation. The mighty *Los Angeles Times*, for instance, reaches only 19% of Los Angeles.

WHY RADIO'S NOT COMPARABLE

Radio research, on the other hand, has always been based on percentages of the total market or on total radio homes, which in the Los Angeles area constitute 99% of the total market. Thus radio ratings have never been comparable with newspaper ratings obtained by previous methods.

In order to obtain comparability with radio research, this [Pulse] survey showed all percentages on a base of total homes in the Los Angeles area.

According to ABC statements, the four Los Angeles metropolitan dailies had coverage of the Los Angeles city zones as follows: *Examiner* 15%; *Herald-Express* 16%; *Mirror-News* 12%; *Times* 19%.

From the figures, it is apparent that the largest degree of observation an advertisement could receive in the *Los Angeles Times* is 20%. This figure would be reached only if the advertisement were read or observed by someone in every home reached by the *Los Angeles Times*. Thus a 20% rating for an advertisement would correspond to 100% rating obtained by conventional newspaper readership studies.

A 25% observation obtained by usual methods would result in a 5% rating based on percentage penetration of homes.

Obviously, rating percentages shown in this presentation will be much lower than those normally shown for newspapers. This does not mean that fewer readers were found, but merely that the percentages are lower, being of a larger base. For the first time pene-

tration of newspaper advertisements is presented on a basis directly comparable to the penetration of radio broadcasting.

In order for a home to be counted, it is only necessary for one person in that home to have read the advertisement. Naturally, there will be some homes in which more than one person may have seen the same advertisement. This home is counted only once. This procedure is again parallel to the procedure used by Pulse in radio surveys. Radio ratings are also based on home coverage although there is usually more than one listener per home.

Inspection of the pages from the Los Angeles dailies used in the survey indicates that large amounts of space are usually necessary for ads to achieve significant ratings—and even large space is no assurance in some cases.

A full-page Broadway Department Store ad on the back page of Section I in the *Los Angeles Times* had a nine rating, which means that 171,000 families read this ad. The base published rate for a one-page ad in the *Times* is $2,257.00. Divide 171,000 families into $2,257.00 and the cost per thousand would be $12.61. Let's suppose that the Broadway Store gets a whopping 50% discount from the published rate. The cost per thousand is still over $6.00.

A 4.0 rating, on the other hand on a Los Angeles radio station would cost only 52¢ c/m; on tv $2 or $3 c/m.

At this point the newspaper will remind you that you can only sell one item in a minute ad, while a full page can carry up to 25 items. Granted! But for $2,200.00 you can buy five one-minute announcements at published base rate on each of 13 different stations in Los Angeles, or a total of 65 minutes with 125 rating points instead of only nine points.

Let's look at a few [in Los Angeles newspapers]:

A DuPont ad [quarter-page in *Examiner*] cost $46.23 per thousand. Maybe that's why it's using radio in L. A. this year.

Surf's 3.2 [with ⅜ page in *Herald & Express* noted by 3.2%] pulled an $11.45 c/m, but Lever has always demanded $1 per thousand out of radio, when measured by the entire population.

Another c/m admirer [Colgate in the *Herald & Express,* noted by 3.0%] paid $21.98.

One [Shell quarter-page in *Examiner* noted by 1.8%] cost $760 or $22.24 per thousand.

It is readily apparent that ratings are low and costs per thousand are consequently high. This does not intend to suggest that newspaper advertising has not been successful through the years—just costly!

This suggests that similar broadcast ratings, which have also been successful through the years, are tremendously under-priced and represent the best bargain that either a retailer or a national advertiser can lay his hands on.

TvB commissioned Pulse to do a study of newspaper readings vs. tv viewing. Random sample personal interviews and the usual day-part reconstruction used in all Pulse studies featured this 600 home study. The week was the week beginning Sept. 5, 1956. It shows the homes occupied with "newspaper-in-use" and "Tv Sets in Use" by quarter hours during the day.

At any time in the 18-hour period—6 a.m. to 12 midnight—on the average day, one or more members of 8.6% of all U. S. households were reading newspapers in or out of the home, as revealed by quarter-hour averages. The comparable quarter-hour average for tv viewing was 16.5% for all U. S. households. Note that no time after 10 a.m. does newspaper reading ever match viewing.

And, in conclusion:

(1) The radio industry is *not* critical of newspapers as an advertising medium, but feels that the use of radio and newspapers together will make for better advertising dollar productivity. ARB studies made among shoppers in department stores show that as many as 50% of the population never read a newspaper.

(2) By cutting down the size of the full-page ad to a lesser size, sometimes the actual readership of a newspaper ad increases. The money saved in this manner will enable an advertiser to reach that 50%.

(3) That the cost-per-thousand analysis between radio and newspaper shows radio to be the lowest cost-per-thousand medium by an overwhelming margin.

(4) When newspaper ads get down to a quarter-page or smaller the readership is very small and in some cases negligible.

(5) When the audio versus sight argument occurs every broadcaster can clobber it by giving actual case histories of comparable advertisers who are using his medium successfully.

PLAYBACK

QUOTES WORTH REPEATING

TV AND CULTURE

Robert F. Carney, board chairman, Foote, Cone & Belding, addressing a meeting at Town Hall, Los Angeles, March 5:

ANY OF YOU who have seen the calibre of programs broadcast by the BBC would agree that insofar as the quality of the writing, casting, setting and producing is concerned, there is no comparison between it and American television. The reason is that BBC simply does not have the funds to purchase talent in the same way that American producers and broadcasters do.

Starting a little over a year ago Great Britain has had both sponsored and unsponsored tv. Preliminary figures show that two-thirds of the people have chosen commercial tv in preference to the BBC.

Research conducted in London showed that 86% of the viewers found television advertising interesting and more than 50% were greatly interested. Apparently, far from rebelling against the invasion of their privacy by advertisers, this very literate people welcomes advertising on tv.

In the U. S. *Meet the Press, Omnibus* and *Youth Wants to Know,* to name just a few, are programs with a high educational value. Hallmark Greeting Card Co. introduced Shakespeare to America on a scale which would not have been possible without advertising.

I submit that our cultural level is being raised—not debased.

TV AND EDUCATION

Charles A. Batson, vice president-managing director of WIS-TV Columbia, S. C., and president of the South Carolina Radio & Tv Broadcasters Assn., writing in the February issue of the South Carolina Education News:

WE invite you to test yourself and see whether you are making the most of some rare cultural opportunities which are presenting themselves regularly. Here are five of the more interesting offerings of the current season. How many of them did you see?

"Man And Superman" *(Hallmark Hall of Fame,* NBC-TV), *Amahl and the Night Visitors* (NBC-TV), *At Year's End—1956* (CBS-TV), "Our Friend the Atom" *(Disneyland,* ABC-TV), "Festival of Music" *(Producers Showcase,* NBC-TV).

Audience surveys and the law of averages predict that you missed a majority of these programs—and that students missed a larger percentage.

This points up one crying need: to better and more efficiently utilize the large amount of inspirational and informational programming which is now on the air. In television, as in reading, we must learn to be selective; we must be willing to take the trouble to check advance schedules, to read the notices, to plan our television viewing.

SCRIPTURE APPLIES

Rev. James E. Wagner, president of the Evangelical and Reformed Church of Lancaster, Pa., speaking at dedication ceremonies of WGAL-TV's new studios Feb. 24:

TUCKED DOWN in the last verse of the tenth chapter of Ecclesiastes is the following: "A bird of the air shall carry the voice, and that which hath wings shall tell the matter." That, I should say, is the perfect poetic description of the miracle of wireless communication which came upon us first with the advent of radio and has reached new heights of technical perfection with television.

TRAVEL: A $75 MILLION ACCOUNT WAITING TO BE SOLD BY RADIO-TV

Barney O'Lavin runs a travel service in Fargo, N. D. He is an erstwhile broadcaster: from 1935 until 1946 (with time out for Marine service in World War II) he was with WDAY Fargo, and was general manager of that station. From 1946 until 1953 he operated an advertising agency in Fargo, then branched into the travel field. His remarks about the potential of travel advertising, recorded in an interview with B•T editors, could suggest new sales activity in that quarter.

Q: Actually, you're a sort of triple-threat guy. You've sold time and you've bought time and now you're a specialist in the travel field. As I understand it, you feel there is a tremendous amount of untapped revenue for radio and television in that field.

A: That's correct. I feel that travel advertising, the carriers especially, haven't been using radio very much but have been using a lot of newspapers and magazines.

Q: How much would you estimate overall that the carriers spend in advertising?

A: I'd say in the neighborhood of $75 million. The airlines spend about $43 million, mostly for newspaper and magazine space and I guess a small amount of that is devoted to radio and tv.

[Editor's Note: PIB credits travel, hotel and resort advertising with $649,581 on tv networks in 1956.]

Q: Does this $75 million figure go for domestic or foreign travel?

A: It's both, it's all travel advertising, all carrier advertising. I'm not taking into consideration the hotels and the resorts and the various government tourist bureaus who are also becoming quite large spenders.

Q: How much money is spent for travel each year?

A: It is estimated at $5 billion.

Q: Now how does your business break down?

A: The travel business is just like anything else. In modern business today you have to have volume and you can't get it by selling individual tickets, airline or steamship, one at a time. You get your volume in group movements. It's no more work to set up arrangements for 50 people than it is for one. I've become a tour operator out of necessity.

Q: How do you advertise your tours?

A: To promote a tour, radio has been my best source of advertising. With radio you can describe to your prospects just what they're going to do and see if they take your tour. Yon can paint a word picture of what they're going to see, what it is going to cost them. I've asked some people whom I've had on trips, "Why did you go? Why are you with me?" And I've had so many of them say, "You made it sound so good."

Q: What sort of copy do you use?

A: I've been able to take a couple of radio stations in our area—WDAY in Fargo and WNAX in Yankton, which is near my Sioux City office—and I've been able to show them that a tour for their listeners is a good audience promotion vehicle for them. So I've really not organized it as an O'Lavin tour but as the radio station's own tour. Of course, I handle all the arrangements. We generally take someone from the station along and carry a tape recorder to interview these people while we're on the tour. This gives a lot of interesting, on-the-spot comment that they can send back home for delayed broadcast.

Q: And you'd call this the WDAY tour to the Eastern historic spots? Or the WNAX tour?

A: That's right.

Q: Based on the results you have achieved in the limited use of radio in your area, which is North Dakota, South Dakota, Iowa and Nebraska, you feel that the carriers are overlooking a very important bet and also that the sales people in radio and television likewise have not exploited this thing?

A: That's correct. It's easy to criticize, of course, and I try to make it in a constructive manner. But the newspapers and the magazines, I think, have jumped on the bandwagon very well in developing travel departments and travel editions. They realize that people are interested in travel, that it's good reading, it's interesting copy, it's something that so many people want to do and know about. So they have developed these travel departments and travel editions and naturally that attracts travel advertising because here's somebody doing something to promote travel. So they go to the prospective carrier advertiser and say, "Look, here's what we're doing. Why don't you buy an ad? We have this many readers." I think that radio and tv could do the very same thing by taking a certain period of time once a week or more frequently and aiming it right at the same audience and the same advertiser.

Q: Like *Wide, Wide World,* for instance?

A: That's a very good angle. Here's another thing, radio is so flexible and tv, of course, is becoming more flexible that they're natural media for picking up broadcasts here and there and going to remote corners right now which the printed media can't do.

A recent issue of *Travel News*—that's the travel agents' trade paper—carried a media section which listed about 100 newspapers and 70 magazines with regular or special travel sections or editions. It may or may not be significant that no radio or tv stations or networks were listed.

Q: Do you think primarily if this as a local promotion for radio and television stations in cities all over the country or do you think of it primarily as being sold on a national basis?

A: Well, you have two different things here. You have the international carrier that's going all over the world and the domestic carrier that's just within the United States but still nationwide and then you have the feeder lines that are just out in certain areas. So you have regional spot business, you have national spot and complete network coverage possibilities.

Q: Do you envision the job as being mainly to get more people to travel?

A: That's the big job. We in the travel business feel we are competing for that surplus dollar and we're trying to get it spent for a trip rather than a new tv set or a car. There are two big jobs to do: First, to create the desire to travel and then direct them to the carrier, regardless of what type it is.

Q. Do you think primarily of this as a chance for somebody like you to get in and promote tours from your locality and to create new business right there?

A: I've found that you can sell a trip to a person who had absolutely no intention of going. I've done it. They listened and said, "Well, that sounds like a good idea." They have the time and the money so it's just a matter of convincing them that they ought to do this instead of buying a new automobile. Once we get them started I find that there are many, many repeat customers because they find that it's carefree and it's easy. So that's what makes the ball roll.

Q: If you were again in the commercial department of a broadcasting station, what exactly would you do to go after this travel business?

A: It's very easy to give advice but here it is anyway. I'd say it applies to stations in large cities and to networks. To start with, I'd develop a program once a week devoted to travel, appoint a travel editor to handle it, and have this travel editor do some travelling. I'm sure that I don't have to spell out any further how a broadcaster should build his show. Then get out calling on the carriers, tourist bureaus, resorts, etc., to sell it. Collectively the association [RAB, TvB] also can do a job of selling their media.

Q: If RAB and TvB could stimulate the idea of using radio and tv as media to promote travel, then you could make a sale at the local level through their national promotion.

A: Yes. Now it's up to somebody to push it some more, to get some of that dough.

Giveaway Inflation

IT REQUIRES no special foresight to predict that the giveaway craze on television is about to get out of hand.

The success of *The $64,000 Question* has been overshadowed by the success of *Twenty-One*.

To counterattack, *The $64,000 Question* has raised its jackpot to $256,000, nearly twice the $129,000 which Charles Van Doren won last week on *Twenty-One*.

For the moment the quarter-million dollars that is *Question's* new prize is the biggest on the air, but we have no doubt that the producers of other quiz shows are even now seeking the financing to top it.

The fact is that despite the lavish money which individual contestants have won, the average, per-week program expense of such shows as *Question* and *Twenty-One* is not at all spectacular, by comparison with the costs of other kinds of television programming.

The $64,000 Question has given away $1,219,168 in the 88 weeks it has been presented. That averages out to under $14,000 a show. Is there any other program type which could have brought Revlon so big an audience so cheaply?

It is for this reason—the promise of high ratings at low per-program cost—that we confidently, but morosely, predict an increase in the number and munificence of television giveaways. There will be more and bigger giveaways before there are less, but there definitely will be less eventually.

To substantiate that last prediction, one needs only to refer to radio of 10 years ago. In 1948, when the radio giveaway craze was at its silliest, at least a million dollars worth of prizes was distributed. In the summer of that year, no fewer than 48 giveaways were regularly scheduled on the radio networks. On so rich a diet, listeners became jaded, and the giveaways virtually disappeared.

The same fate awaits the television giveaway—unless, contrary to all programming history in radio and television, the networks resist the urge to try to top the two shows which are now hits by introducing a rash of imitations.

Education and Education

ANY taxpayer even remotely acquainted with the sensitive art of broadcasting would not have been proud of his duly elected representatives in Congress if he had happened to sit in on the House Interstate Commerce Committee meeting with the FCC last week. The general tenor of interrogation was below that 13-year-old level to which some members of Congress have accused broadcasting of catering.

It was quite a revelation to those who were there. Obviously there had been considerable indoctrination on particular subjects, such as the educational reservation matter, deintermixture, and the qualities of uhf versus vhf. But after the parroted questions had been asked there was practically no follow through because the interrogators obviously didn't know where they were headed. Several times members didn't even detect answers that were not responsive.

This is a glaring example of the utter lack of education of members of the House on broadcasting matters—unless it is what appears on the screen or comes out of the horn. On the other hand, the questions of educational broadcasting were well-planted—proof that the Joint Council on Educational Television is doing a creditable job of lobbying and thereby of building the case for its own perpetuation through continued endowments from the Ford Foundation.

It was the first time in several years that the House Committee had attempted to dig into FCC affairs. The big show has been on the Senate side, where staff experts and a series of teams of informed special counsel have hit pay dirt to the extent of making headlines.

After the performance last week, the Senate Committee need not worry about its FCC investigatory laurels. There's no contest.

But there is need for concern about the peregrinations of JCET, on both sides of Congress. It has created an aura of sanctity about the educational reservations. The educators obviously contend that the greedy broadcasters want to divest them of their television heritage and deprive the youth of America of adequate education. Evidently little or nothing has been done to counter this pious, self-serving, wholly fallacious talk.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Him? He's the station owner who won all those merchandising awards last year!"

The legislators are not told that the Sixth and Final Report of the FCC adopted on April 14, 1952, and setting aside 242 educational reservations, specifically provided that the educational reservations should be "reviewed" a year later. Next month five years will have elapsed, and there still has been no review.

To date, the statistics show that of the 257 reservations (the number was increased after the Sixth Report) a grand total of 24 now are on the air. There are 23 construction permits outstanding and 9 applications pending. That after nearly five years. The question logically arises: How long is a reservation a reservation?

The FCC, under the law, has an affirmative duty to allocate available facilities. Each day a tv assignment is not in use is a day gone forever. Section 1 of Title I of the law creating the FCC states that the agency was created "to make available so far as possible, to all of the people of the United States a rapid, efficient, nation-wide, and world-wide wire and radio communications service. . . ."

The FCC, we contend, is derelict as long as it allows valuable channels to go unused in a television economy where scarcity is the major problem.

Bandwagon

NOW that the NARTB is about to become the NAB again, we note with interest that the Canadian Assn. of Radio and Television Broadcasters is considering a change back to just plain Canadian Assn. of Broadcasters.

That, as we said in the case of NARTB, is as it should be. "Broadcasting" is all-inclusive. It covers all modes of transmission to the public, whether by sight or sound. The same people, to a large degree, are in both. Substantially the same advertisers buy time through the same agencies for both radio and television broadcasting. And both are governed by the same statutes.

The NARTB change isn't automatic. The joint board at its meeting last February unanimously recommended the change, and the matter will be discussed at this fall's regional meetings, after which a referendum ballot will be asked with a view toward reversion by Jan. 1, 1958.

It looks from here as if it's all over but the ballot-counting, and the changing of letterheads, insignia, name-plates and calling cards.

TESTING

1

The January '57 ARB for the St. Louis Metropolitan Market shows KWK-TV the number 1 station—LEADER in 280 of 472 quarter-hour periods measured—99 more than the No. 2 station in St. Louis!

2

KWK-TV rated number 1 in 120 of 200 Daytime periods—47 more than the No. 2 station—and was on top in 79 of 140 periods between 5 p.m. and midnight—21 more than the No. 2 station in the market!

3

The **average** Share-Of-Audience Sunday through Saturday, 6 p.m. to midnight, for KWK-TV was 55.8—13.6 more than the No. 2 station and daytime KWK-TV personalities dominated their time periods!

CHANNEL 4

PROVEN KWK-TV LEADERSHIP—The station that dominates the telecast day in St. Louis! Take it from the current (and past) ARB!

CBS TOP PROGRAMS OF TWO NETWORKS abc television network

THE **LEADER** IN ST. LOUIS TELEVISION

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

KWK TV CHANNEL 4